

# LIFE



SHOULD THEY MARRY?

MARCH 21, 1938

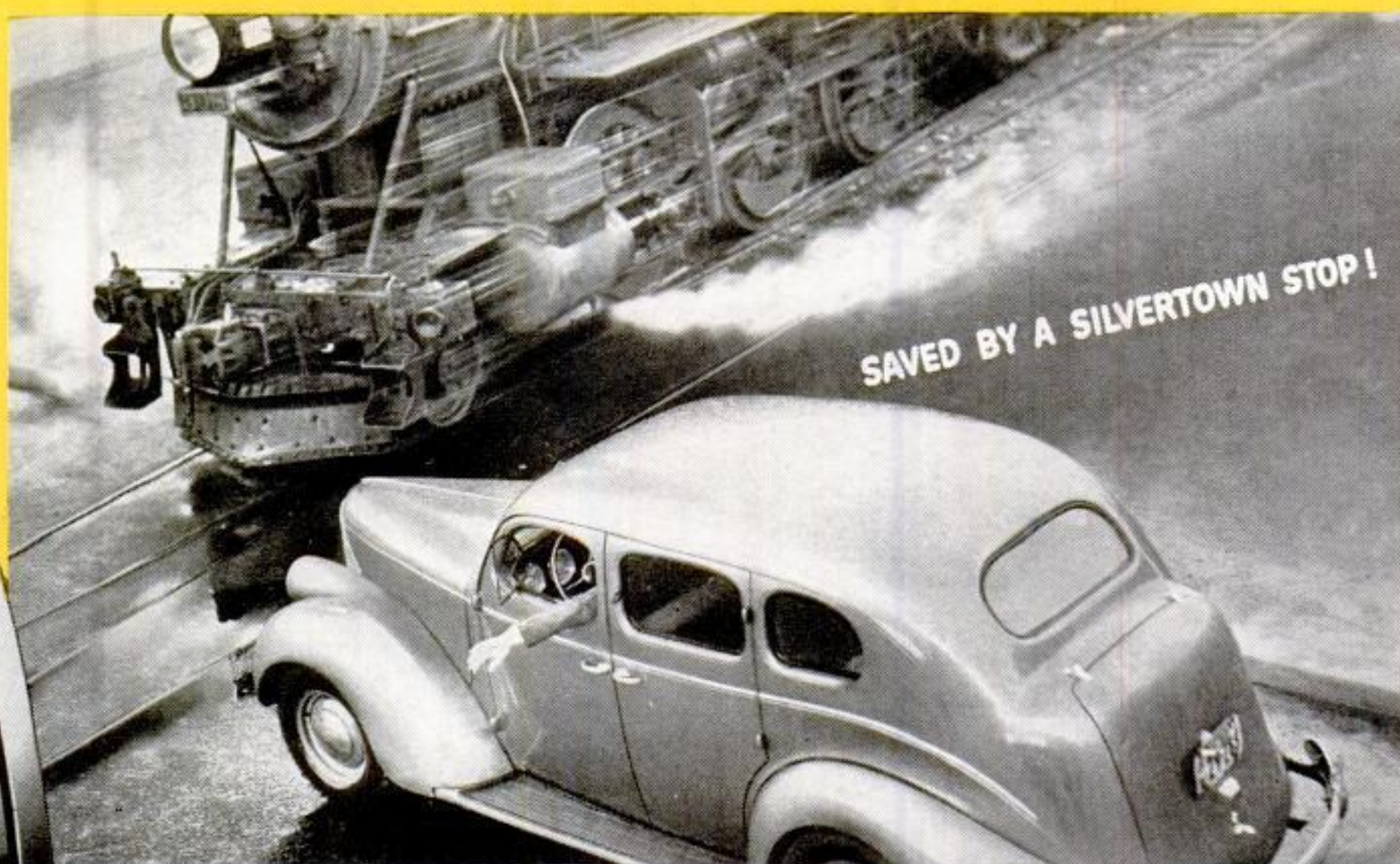
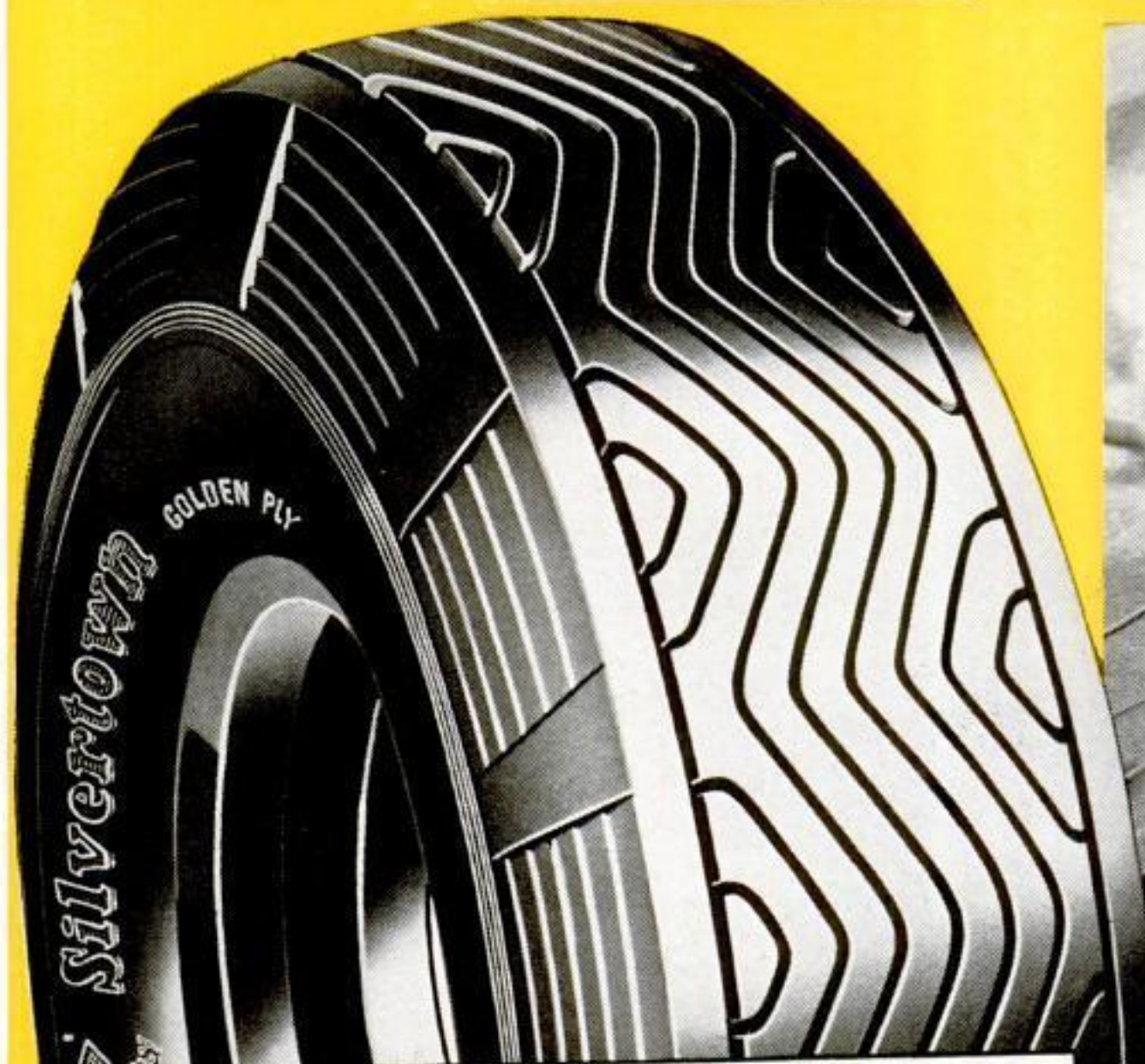
10 CENTS

15 CENTS IN CANADA, HAWAII  
ALASKA & U. S. POSSESSIONS



# NEW KIND OF TIRE

GIVES THE *QUICKEST* NON-SKID STOPS YOU'VE EVER SEEN!



## Wins Hands Down in Thrilling Competitive Road Tests Conducted by Famous Testing Laboratory!

### HERE'S THE EVIDENCE

from America's Largest Independent Testing Laboratory!

"BOTH regular, and also the premium-priced tires of America's six largest tire manufacturers were submitted to a series of exhaustive road tests made over a three months' period by us, to determine their resistance to skidding and wear, with the following results:

"NON-SKID—The new Goodrich Silvertown with the Life-Saver Tread gave greater skid resistance than any other tire tested, including those tires listed at from 40% to 70% higher in price.

"MILEAGE—The Goodrich Silvertown gave more non-skid mileage than any of the other tires tested in its own price range—averaged 19.1% more miles before the tires wore smooth.

"BLOW-OUT PROTECTION—Despite the severe nature of these tests, no Silvertown blew out, or failed from any cause, while two tires of other makes failed."

A. R. Ellis, President

**PITTSBURGH TESTING LABORATORY**  
Established 1881



AGAIN Goodrich makes tire history! Meeting the demands of millions of motorists for greater protection against skidding, Goodrich engineers have perfected a remarkable new kind of tire that conquers wet road skid dangers in a sensational way.

In exhaustive road tests made by the Pittsburgh Testing Laboratory, largest independent testing laboratory in the country, against regular and premium-priced tires of America's six largest tire manufacturers, *no tire tested*—even those costing 40% to 70% more—came up to this new tire in non-skid action.

### What It Is

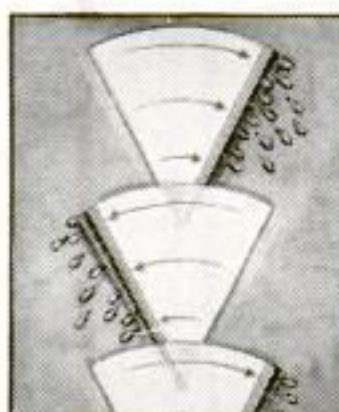
The new Goodrich Silvertown is really *two* great tires combined in one! For *inside* the carcass is the famous Goodrich Golden Ply protection against high-speed blow-outs. And *outside* is the new Life-Saver Tread which stops you quicker, safer than you've ever stopped before. That's because this amazing tread is actu-

ally a *road dryer*! Its never-ending spiral bars, acting like a battery of windshield wipers, sweep water from under the tire, force it out through the *deep* drainage grooves—make a *dry track* for the rubber to grip.

### No Extra Cost!

Go to your Goodrich dealer or Goodrich Silvertown Store for a *free* demonstration that will give you one of the greatest motoring thrills you ever had. Don't miss it, because you'll never know what the word STOP really means until you've felt the grip of this new Safety Silvertown on a wet, slippery road.

Remember, this new skid-protected Goodrich Silvertown also has the famous Golden Ply protection against blow-outs. So you get *two* great life-saving features—AT NO EXTRA COST!—to say nothing of an average of 19.1% greater non-skid tire mileage—which means you get EVERY 6TH MILE FREE! Don't delay! See this new Goodrich Silvertown tire now.



### LIFE-SAVER TREAD WORKS LIKE A BATTERY OF WINDSHIELD WIPERS

Its never-ending spiral bars sweep the water right and left—force it out through the *deep* drainage grooves. Thus, with Goodrich Safety Silvertowns on your car, you *constantly* have a dryer, safer road surface for the rubber to grip—in all directions.



### GOLDEN PLY PROTECTS YOU AGAINST HIGH-SPEED BLOW-OUTS

Every New Silvertown has the famous Golden Ply, a layer of special rubber and full-floating cords, scientifically treated to resist internal tire heat. By resisting this heat, the Golden Ply gives you *real* protection against high-speed blow-outs.

# The new Goodrich SAFETY Silvertown

SKID PROTECTION OF LIFE-SAVER TREAD  GOLDEN PLY BLOW-OUT PROTECTION



# They're one for all and *all for you* at Studebaker!



**Accept Clifford Cline's invitation** to see a 1938 Studebaker outperform any car you fancy in a 10-mile trial drive. Mr. Cline, veteran of 15 years' Studebaker service, is pictured above with his 4-year-old son, Richard. Like many Studebaker craftsmen, he owns his home and is a sound citizen and workman.

**Chassis inspector James Beard has a hobby** and an interesting one—designing miniature airplanes. He is pictured here, at right, at the Chicago Air Show discussing his "baby's" streamlines with Waldo Waterman, originator of the famous Studebaker-powered Arrowbile, the world's first automobile that attaches wings and flies.



*That's why Studebaker's unusual workmen invite you to pit a new 1938 Studebaker for 10 trial miles against any other car!*

**YOU** don't begin to get the meaning of the friendly teamwork of the 7,300 long-time Studebaker craftsmen just by reading about it.

You have to drive the amazing automobile they build, in order to realize why it is so widely recognized as America's soundest, longest-lived car.

You have to see for yourself how much better the 1938 Studebaker runs, rides, steers, stops,

parks, accelerates and economizes, in order to understand what it means to have top-flight artisans on the job for you.

Craftsmen who are never harried or hurried at their work! Helpful, interested, loyal neighbors! Many of them members of families that were pioneer settlers of South Bend! More than half of them Studebaker employees 10 years or more! Not a transient in their ranks!

Add this permanence of Studebaker's workmen to their conscientious attitude and expert skill, and it's small wonder every Studebaker car or truck has qualities of endurance and performance which no others offer.

And Studebaker's brilliant engineering, vast modernly equipped shops, great laboratories and 800-acre, million dollar proving ground still further guarantee Studebaker value. The Studebaker Corp., South Bend, Ind.



**"Father and son" teams are legion** at Studebaker because Studebaker draws mostly upon the families of Studebaker workmen for its new employees. Pictured is 57-year-old Studebaker veteran, J. H. Corner, with his Studebaker-craftsman son, Leonard. The average age of the able Studebaker working force is 40 mature years.



**What a stunningly beautiful car!** The authoritative Magazine of Art calls the 1938 Studebaker the best designed car of the year. And talk about gas economy! A stock 1938 Studebaker Commander finished first in its price class in the Gilmore-Yosemite run with an average of better than 24 miles per gallon! At sensational low prices, every 1938 Studebaker includes as standard, no-extra-charge equipment: planar independent suspension, automatic hill holder, non-slam rotary door latches, Fram oil economizer, variable ratio steering, horizontal transmission, hypoid gear rear axle, safety steel body reinforced by box section steel girders, oversize weather-tight trunk. Low C. I. T. budget terms.

## STUDEBAKER

★ **DRIVE IT AND YOU'LL BUY IT!**

This One



RW4T-1PF-UJ45



ART GILMORE • CBS ANNOUNCER



## Personality Plus!

**W**HEN you hear, over the air, the pleasing voice of Art Gilmore, announcer for the current radio drama, "DR. CHRISTIAN," just imagine a chap six feet two, built to the specifications of a real athlete . . . college bred, trained in music and diction . . . already one of the outstanding personalities of the air waves. And picture him the ideal, young American type . . . with a head of vigorous, well-groomed hair.

But let Art announce for himself: "Sure I use 'Vaseline' Hair Tonic regularly. I find it great for keeping the scalp clean and healthy, the hair in place. It's an absolute necessity in looking my best."

**Vaseline**  
HAIR TONIC

Corpr. 1938, Chesebrough Mfg. Co., Conn'd.



Thousands agree with Art Gilmore . . . There's nothing better than 'Vaseline' Hair Tonic to keep the scalp in the pink of condition. Use it regularly before every shampoo to correct dryness, help to combat dandruff. Use a few drops daily to keep the hair neat.

And tune in next Sunday to "DR. CHRISTIAN," with the famous Hollywood star, Jean Hersholt, as the small town doctor of River's End . . . Columbia coast-to-coast 2:30 E.T...1:30 C.T...3:30 M.T...2:30 P.T.

## LETTERS TO THE EDITORS

### Feminists and Descendants

Sirs:

To my great amazement I saw in LIFE, Feb. 28, a group picture of elderly friends of my childhood—"Feminists of 50 years ago" (see cut). I recall Frances Willard, polished, vivacious and wavy brown-haired; Susan B. Anthony, quiet little Quaker with silvery bands of hair and an indomitable spirit; and her bosom friend Elizabeth Cady Stanton with puffs and ringlets of snowy hair. These were my mother's friends, the others I recall meeting at the International Convention of Women at Washington D. C. in 1888.

My mother Mrs. Linda W. Slaughter was Washington correspondent of the Bismarck (Dakota Territory) Tribune who wrote under the nom de plume of "Zezula." I accompanied her to the sessions although a child in the grades. She deemed them important enough to miss school. . . . I recall the snort of disgust from my teacher in 1888, when I presented my excuse for absence. She was then an elderly maiden lady and yet she said, "To think your mother would take you, a child, to mingle with such creatures."

Fashionable society frowned on and ridiculed them and their cause and it

huge cut-glass punch bowl. Thanks, many thanks, LIFE, for reproducing those noble, earnest, capable, good American faces again.

JESSAMINE SLAUGHTER  
BURGUM

State Historian, D.A.R.

Arthur, N. Dak.

Sirs:

To open my copy of LIFE and to find there among the group "This Was Feminism 50 Years Ago" a picture of my grandmother, Matilda J. Gage, for whom I was named, gave me a thrill that one does not often receive. Grandmother is the third from the right in the front row.

MATILDA J. GAGE

Assistant Secretary-Treasurer  
Home Building & Loan Assn.  
Aberdeen, S. Dak.

Sirs:

The lady on the extreme right in the second row is my grandmother, Margaret Nagle Moore, who was known in 1880-82 as the "Green Lady of Donegal." She was a co-worker of Charles Stewart Parnell and one of the founders of the Woman's Land League.

K. GENEVIEVE HERTEN

The Citizens Bank  
White Plains, N. Y.

### Seeker After Knowledge

Sirs:

Your review of *Bringing Up Baby* in the Feb. 28 issue raises again a question that has occurred to me periodically for nearly 25 years: What's so funny about a woman's pants? . . .

I am only seeking an answer.

JOHN M. KEEFER

Medina, Ohio

● On the answer to Reader Keefer's question humorists will eternally differ. Max Fastman's book, *Enjoyment of Laughter*, quotes several authorities whose views may be applicable. In part no doubt the humor is anatomical. As James Thurber



MRS. LELAND STANFORD

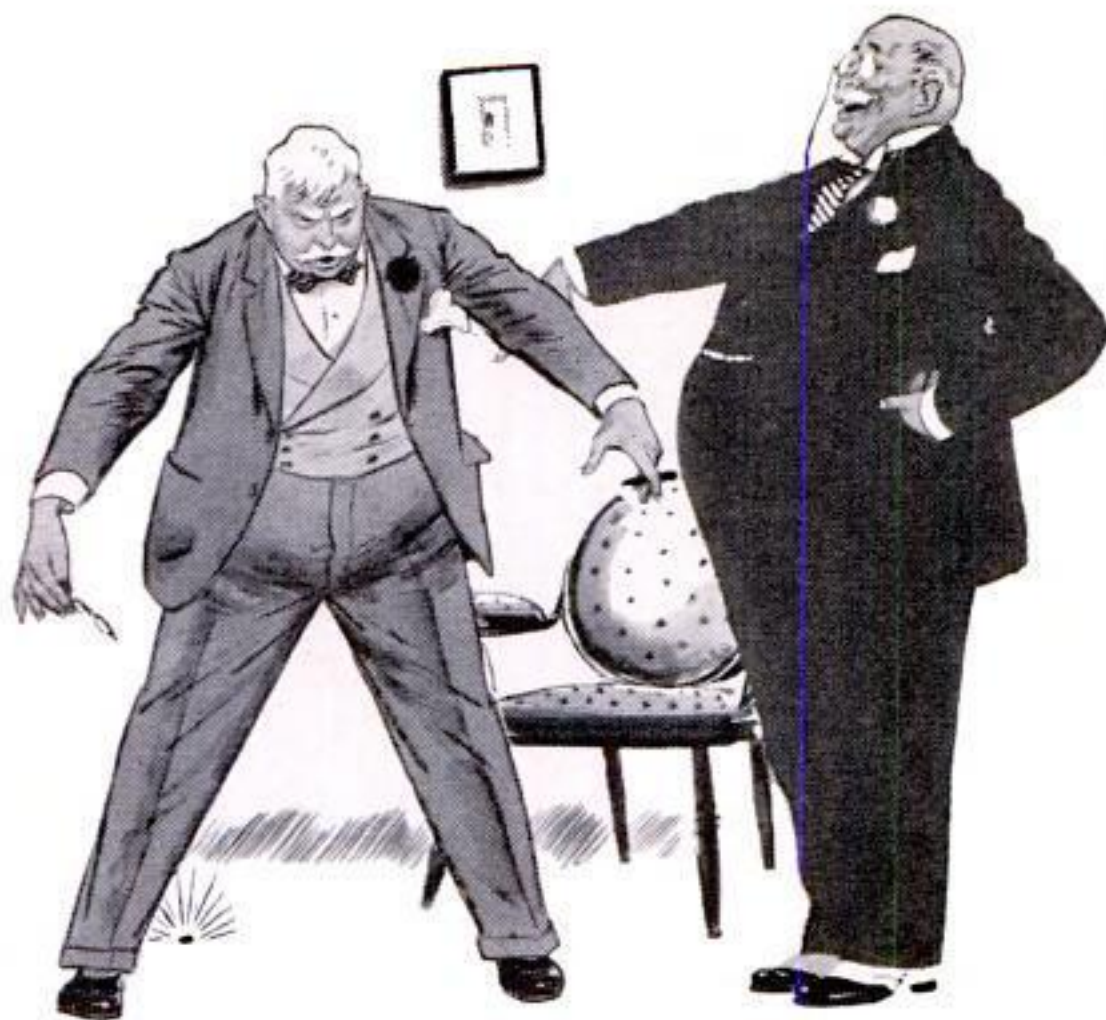


remained for Mrs. Leland Stanford (see cut), wife of the California Senator, the multimillionaire, to stem the tide of disapproval. A convert to the Cause, she said to Susan B. Anthony, "I cannot speak for it, I cannot write for it, but I can make it fashionable." And straightway opened her palatial mansion to a reception for them . . . Mrs. Stanford, regal as Queen Victoria and sparkling with diamonds, received, with Miss Anthony introducing the guests. The "elegant collation," as the newspapers of that day described the refreshments served, remains clearest in my childhood memory. Dainty sandwiches tied with white ribbons, ices in the form of fruits and vegetables were served us by deft colored waiters, and fruit punch from the

says: "I think humor is the best that lies closest to the familiar, to that part of the familiar which is humiliating, distressing." In part, too, it may be what Howard Brubaker calls "the contact of incongruous ideas." The loss of Katharine Hepburn's skirt is funnier because it occurs in a ballroom, where panties are not usually seen. The humor of this particular scene is due most of all, perhaps, to what Henri Bergson called the "feeling of superiority," to human beings' delight in another's embarrassment. As W. C. Fields says: "If it causes pain it is funny; if it doesn't, it isn't."—ED.

(continued on p. 4)





#### CAN'T BREAK OFF

The TALON slide fastener can't be damaged by pressing and cleaning...nor can it loosen or break off...nor can it catch your underwear. It works smoothly as long as you have the suit.

#### SPEEDS DRESSING

The TALON slide fastener is *one* fastening instead of *five*. One motion opens it...one closes it. It's quicker, easier...a more logical fastener.



# "It ought to be *Compulsory* on Pants!"



#### NEVER A SLIP

There's nothing to overlook or forget when you close your trousers with a TALON slide fastener. You're always *sure* of a neat and invisible closure.



Millions of men now demand the ease, security, neatness of the **TALON** Reg. U. S. Pat. Off. trouser fastener on all their suits and slacks



**AS YOU WERE...** The old-style pants closures often gap and bulge.



**TODAY...** men prefer the flat, seam-like closing of the TALON fastener.

**"WHY** should a man struggle with five fastenings on his trousers?" writes a man from Washington, D.C. "Why risk untidy gaps...or take chances with fastenings that might break off?"

Millions of men who now wear Talon trouser fasteners

say the same thing. The Talon fastener is quicker, easier, always neat. It can't open by accident or break off. It's the *logical* fastener for trousers.

Introduced in expensive clothes, the Talon fastener now comes on better-made suits of all prices. Ask for it!

**TALON Slide Fastener**  
Reg. U. S. Pat. Off.  
made by **TALON, Inc.**

#### LOCKS

You never have to worry about the appearance of your trousers with the TALON fastener. It *locks* securely at the top—can't come open by accident.



TRY THE **TALON** FASTENER ON YOUR NEXT SUIT—AND YOU'LL NEVER GO BACK TO THE OLD WAY  
Reg. U. S. Pat. Off.



# RADIO ADVICE SAVES HOME



**KATHRYN CRAVENS**, famed advisor to millions of radio listeners, is noted for her wise counsel to unhappy married folks. She says: "I have found that many marriages go on the rocks because husband and wife lack vitality."



**"I'M SO UNHAPPY"**—Mrs. S. C. W. wrote me—"My husband and I are just not suited to each other at all. We never go out anywhere. We're always tired and 'picky.' After a quarrel, I go to bed crying and I can't sleep—"



**"YOU AND YOUR HUSBAND** are tired and are under a strain," I replied. "You need more vitality and more sound, restful sleep. I suggest you both drink plenty of good, vitalizing Tea. When you're tired Tea helps improve your vitality, spirits—and delicious black Tea lets you sleep!"



**"HOW CAN I THANK you enough?"** Mrs. S. C. W. wrote back. "My husband and I are so happy now, thanks to delicious Tea. We feel better and sleep better—and we're never too tired to go out for an evening's fun. Lots of Tea, with meals and in between, has made a big difference in our lives!"



**PHYSICIANS PRAISE TEA** for the quick way it stimulates both body and mind. Good black Tea helps relieve fatigue and nerve tension—helps make the perceptions keener. When spirits lag, doctors advise a cup of delicious hot Tea. Truly, Tea is the "cup that cheers." Drop into your favorite restaurant or fountain for a delicious, vitalizing Tea "pick-up" at 11 A.M. and 4 P.M.

## HOW TO GET A REALLY GOOD CUP OF TEA

As simple as **A-B-C**

**A.** Always use bubbling boiling water and pour it on the Tea. **B.** Use 1 teaspoonful per cup, plus one for the pot. **C.** Brew 5 minutes. If you like your Tea full-flavored, add a little milk and sugar to taste. If you prefer your Tea plain or with lemon, and like it milder, just add hot water in the cup to taste.



THESE GOOD BLACK TEAS ARE ESPECIALLY SUITED TO THE AMERICAN TASTE. FOR ECONOMY AND FULL ENJOYMENT, BUY QUALITY TEA.

# TURN TO TEA TODAY

## FOR VITALITY!

## LETTERS TO THE EDITORS

(continued)

### No Scenery in China

Sirs:

You explained in *LIFE*, Feb. 28 that the origin of "bareback stage" was "probably economic." That, I am afraid, is only half of the story. China has been producing plays without scenery for centuries. About two years ago the idea was formally introduced in the English version of a Chinese play, *Lady Precious Stream*, which made quite a hit.

Plays without scenery appeal to theatre-goers. Not exactly to them but to their imagination. They get a bigger thrill while using their own imagination—for then they do not merely witness the play but participate in it. That, as Dale Carnegie would say, gives them the feeling of importance.

JAMES WU

Baltimore, Md.

### Blood Banks

Sirs:

In the Feb. 28 issue of *LIFE* the statement appears that Philadelphia General Hospital and Chicago Cook County Hospital have the only blood banks in the U. S.

In Georgia there are three well-established blood banks. One was completed and put in use three months ago at Grady Hospital in Atlanta. The other banks are located in South Georgia.

We Georgians sure would like to have credit where credit is due. Is *LIFE* as backwards as Secretary Frances Perkins—think we still run around barefooted down here?

DOROTHY W. NORTON

Ben Hill, Ga.

Sirs:

Can you survive a shock? Arkansas, generally regarded by the uninformed as the country's No. 1 backward State, not only has a "blood bank" at Little Rock, but has the second one established in the United States.

DUDLEY V. HADDOCK

Tampa, Fla.

● Congratulations to progressive Georgia and Arkansas. Blood banks are so new that medical authorities do not know how many others there may be in the U. S.—ED.

Sirs:

I do not know how many more blood banks or repositories there are in the United States, but one has been functioning in the Bryn Mawr Hospital for a period of two and a half months.

R. G. GAMBLE, M. D.

Director of Medical Services

The Bryn Mawr Hospital  
Bryn Mawr, Pa.

### Credit Taken

Sirs:

Michigan's sensational defeat of Yale Swimming Team, New Haven, Feb. 16, was inevitable since entire Michigan Squad trained at Fort Lauderdale during Christmas holidays. None could predict outcome of match Feb. 19 with Ohio State since Mike Peppe and his Ohio State Squad also trained at Fort Lauderdale during Christmas holidays. Congratulations on great series of pictures (*LIFE*, March 7) of dynamic Matt Mann, Big Ed Kirar and Kirar's powerful prehensile toes.

AUGUST BURGHARD

Secretary, Third Annual Aquatic Forum  
Fort Lauderdale Chamber of Commerce  
Fort Lauderdale, Fla.



## FOR GENTLEMEN WHO PREFER "SLIMNESS"

—in cigars as well as in feminine form—the better cigar counters offer the ultra-modern, slender Golden Wedding shape Webster. Custom-made, it combines the rare flavor of clear, choice Havana filler with a "smoke-stream" of cigarette-like draft and mildness. Women approve its exquisite aroma as thoroughly as men enjoy its delightful taste. Ten cents—and matched only by imported Cuban cigars of twice its price.

**WEBSTER CIGAR COMPANY**  
187 Madison Ave., New York

# WEBSTER

CUSTOM-MADE

Other popular shapes: FANCY TALES (After-Dinner), 15c; PERFECTO CHICO, 10c; QUEENS, 2 for 25c







"I don't need  
windstorm  
insurance"

Like many other property-owners, he thought of windstorm insurance in terms of tornadoes and hurricanes . . . until a "stiff breeze" unroofed his home. Wind causes millions of dollars of property damage every year. No season or section of the country is immune.



**T**HE same prudent caution that guides a home-owner in securing fire insurance should point out the wisdom of protection against other hazards. Yet every year discouraging financial losses are caused by hazards against which property-owners have failed to insure. What

does it matter whether the cause of financial setback be fire . . . or windstorm, explosion, accident, burglary or theft? A loss is a loss.

A North America Agent, or your broker, will be glad to prepare a program that will protect your property adequately. He will

do so without obligating you in any way. Consult him as you would your doctor or lawyer.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

## North America Group Agents

Nation-wide representatives of INSURANCE COMPANY OF NORTH AMERICA and its affiliated companies: INDEMNITY INS. CO. OF NORTH AMERICA THE ALLIANCE INS. CO. OF PHILA. • PHILADELPHIA FIRE & MARINE INS. CO. • NATIONAL SECURITY FIRE INS. CO. • CENTRAL FIRE INS. CO. OF BALTIMORE

**North America Protection** includes practically every form of insurance except life. Some for the home-owner are:

**RESIDENCE CONTENTS** covers damage to household furnishings by fire or other specified hazard.

**EXTENDED COVERAGE ENDORSEMENT** covers damage by explosion, windstorm, hail, riot, civil commotion, aircraft, motor vehicles, smoke.

**RENTAL VALUE** pays the rental value of home while being made habitable following damage by fire or other specified cause.

**FUR and JEWELRY** policies are written to cover loss of or damage to furs or jewelry from practically any cause, anywhere, anytime.

**BURGLARY** covers loss and damage to property by burglary or attempted burglary.

**OWNERS, LANDLORDS & TENANTS LIABILITY** covers claims for injuries to the public sustained on the premises.



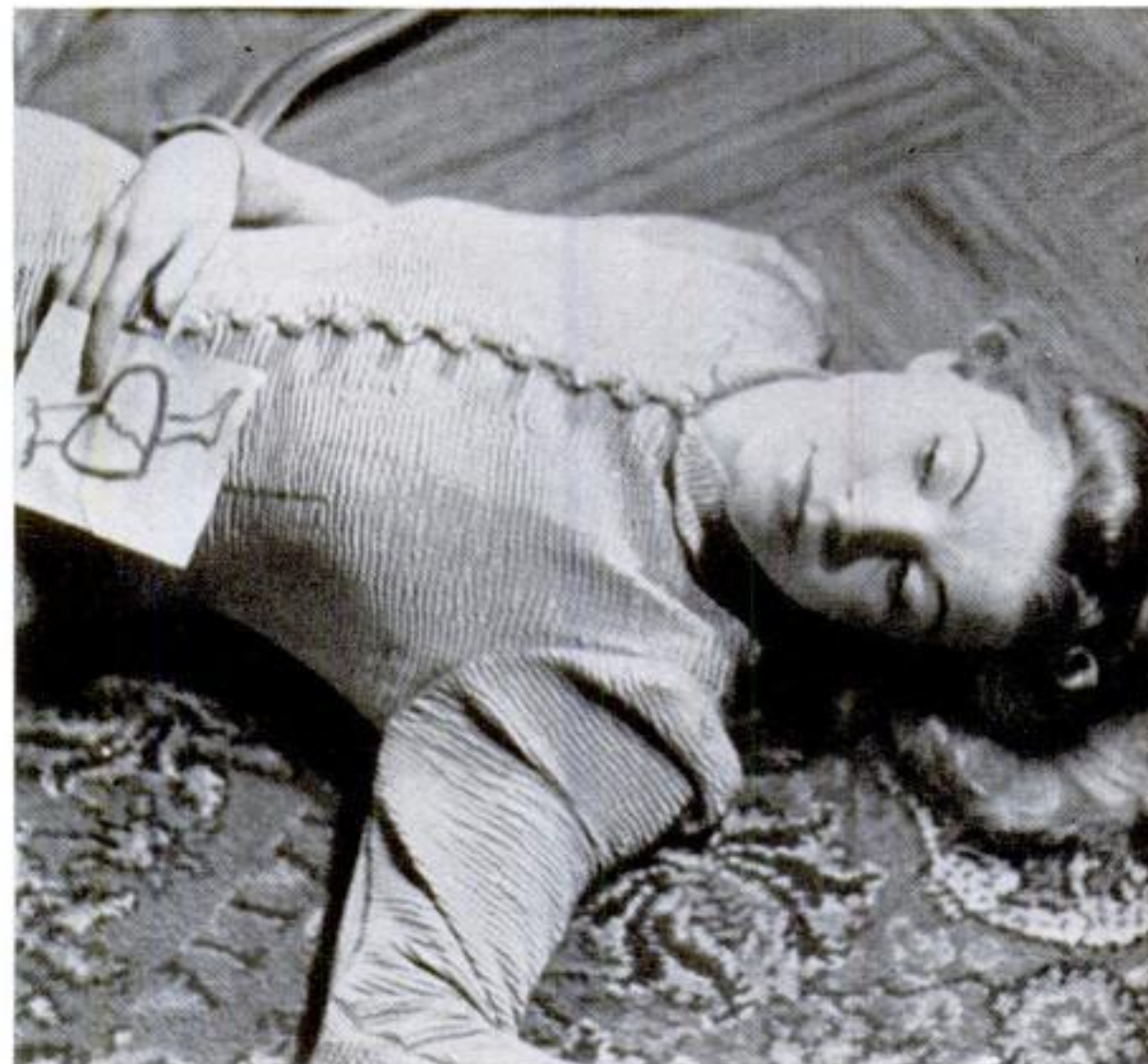
# SPEAKING OF PICTURES . . .



**1** The heroine, a victim of literary ambitions, is shown on her honeymoon writing a mystery story.



**2** Her husband feels neglected, complains shrilly: This is a helluva time to be scribbling.



**3** Angered by his unsympathetic attitude, she decides to fake a suicide, affixes a broken heart somewhat southeast of her chest cavity.



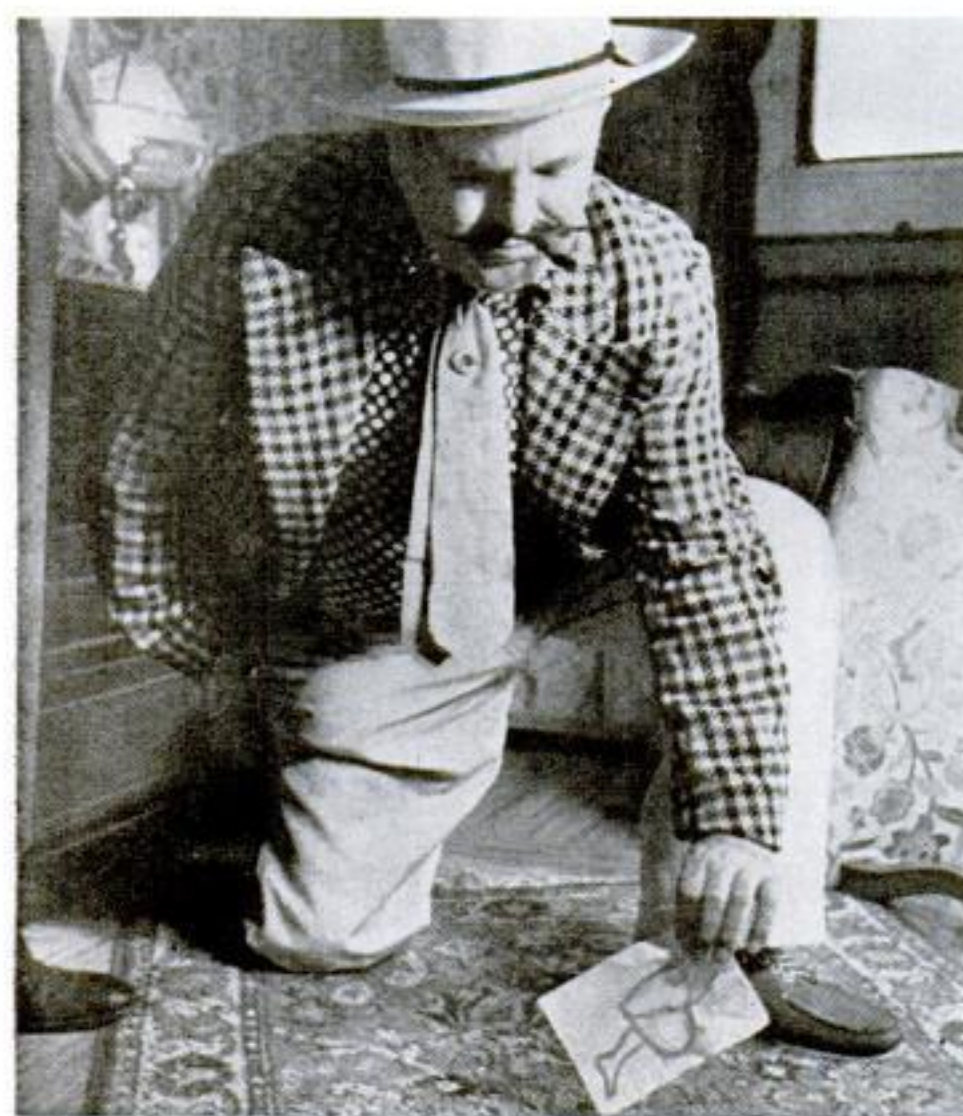
**4** The bridegroom, desolated and in shirt sleeves, appeals to the famous detective who deserts his shuffleboard fans for duty's sake.



**5** Requiring an assistant, the detective drafts an errant calico tycoon. "Search the ship," he orders.



**6** For his own assistant, the assistant enlists a bather. They assiduously search the men's room.



**7** Meanwhile the famous detective rummages in the stateroom for fingerprints, distributes a few of his own.



**8** Taking a foot-hold on the case he studies available evidence and concludes the murderer was obviously a heel.



**9** In the bar he seeks further evidence. Examining a suspect's mustache, he mutters darkly, none of your lip.



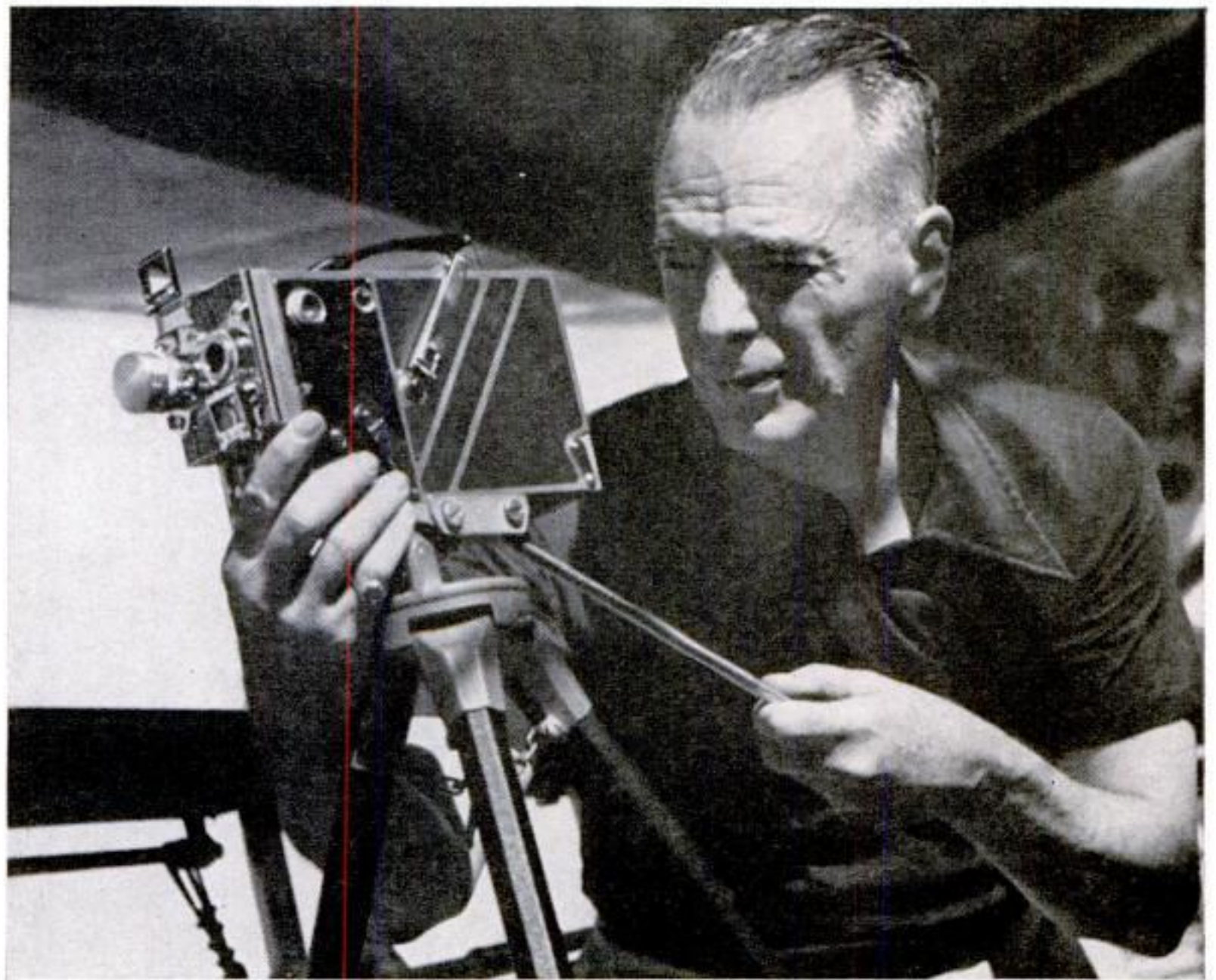
## ...16 MM. MOVIE-MAKERS FILM "SEX ON THE REX"



When an amateur photographer acquires a 16-mm. motion-picture camera, his first subjects are generally picnics, animals, his relatives grinning in the sun. During summer vacations he goes on an extravagant photographic debauch, madly perpetuating in film the geometry of gas stations, tourist cabins, Yazoo River tugboats, and bean wagons outside Laramie, Wyo.

But to every cinematographer there comes at length a yearning for subjects more exciting than those offered by everyday life. He looks to the realm of fiction. Into this realm some amateurs ventured during an American Express cruise to Rio

aboard the *Rex* this winter. They pooled their film and, under the able direction of Harry Rapf, M-G-M executive (*inset*), produced a burlesque melodrama entitled *Sex on the Rex*. Its highlights are shown on these pages.



Behind the camera was John H. Auerbach, New York broker. He worked under the guidance of "Ace" Williams, professional free lance. Scenario was written by Irene Kuhn, newspaper woman.



**10** Suddenly a strange man dies in the bar-room. A mysterious hand removes the poison. Nobody pays any attention. Nobody knows the man is dead. Nobody cares.



**11** On deck the famous detective and his assistant and his assistant's assistant measure the arm-length of a suspect. The question involved: Was she able to reach the bottle?



**12** Then the hand of destiny strikes again, this time on detective's assistant. He goes out like a light.



**13** Supine on the deck he lies, as gay shipboard life continues to flow and eddy over his unconscious form.



**14** Miraculously revived by the spell of youthful beauty, he stirs and strives to pat the promenading bather.



You enjoy safety **PLATE GLASS** in your windshield...  
give the folks in the back seat the same clear vision...through  
**PLATE GLASS *not* WINDOW GLASS**



ONLY FINE POLISHED **PLATE** GLASS CAN GIVE YOU THE PERFECT VISION AND BRILLIANT BEAUTY YOU WANT

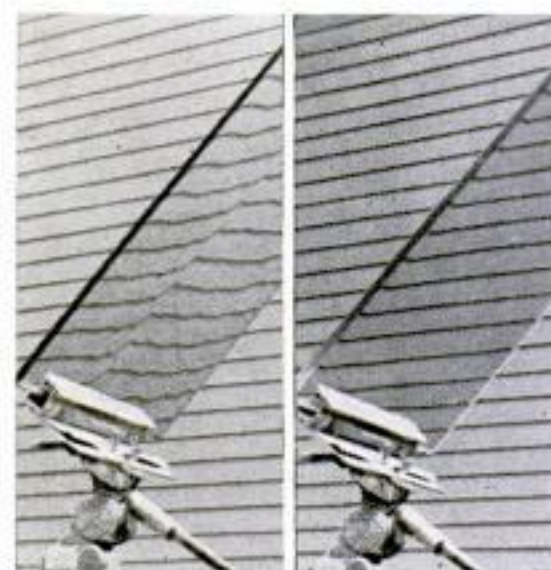
### *Beauty*

... the finest mirrors are always made from **PLATE** glass. So are the best automobile windows—and for the same reason. **PLATE** glass has a rich lustre, a finished fineness that ordinary window glass can never quite equal. Insist on safety **PLATE** glass.



### *Vision*

...**PLATE** glass is always precision-ground, polished to perfection. It is free from annoying waviness and distortion. Window glass—even that made by the best known modern methods—can not guarantee you the perfect vision you always get from **PLATE** glass.



### *Comfort*

... Most people ride for pleasure. And eyestrain, however slight, always detracts from riding comfort. **PLATE** glass—the same fine plate glass that you have in the windshield—is the only glass that can assure windows with eye-resting clarity of vision.



**M**ANY THINGS about a car have to be "just right" before you have real riding comfort. One of these is the glass—it ought to be safety **PLATE** glass, finely polished, sparkling in every window. Ordinary window glass can never match it.

Many manufacturers, realizing

the importance of safety **PLATE** glass, put it in every window of the car at no extra cost. You can always identify genuine safety **PLATE** glass in two ways...by its gleaming beauty, and by the hallmark of quality shown at the right. Plate Glass Manufacturers of America.



*Look for  
this quality  
mark on all  
windows*



# SPEAKING OF PICTURES

(continued)



That night the famous detective, still hard at work in the bar, is amazed to see all the erstwhile corpses alive and spitting. They're spitting champagne in his eye.



Dazed by champagne the detective faints, a victim of good intentions and alcohol. As darkness closes in he spies a pair of legs, wonders whose they are. Fade-out.

# SHE SAW A GHOST IN THE BED...



It rattled no chains and shook no bones—but there was an unwelcome ghost in Mary's guest room! It hid in the sheets, the curtains, the linens. Guests saw it with horror but didn't dare mention it—until Cousin Flo saw the ghost in the bed.

NEXT MORNING



The very next morning, Cousin Flo told Mary—"It's tattle-tale gray that's haunting your clothes. Your weak-kneed soap doesn't wash things perfectly clean. If you want to chase out that mean dingy shadow—to banish tattle-tale gray—change to Fels-Naptha Soap."

FEW WEEKS LATER



And that was the end of the ghost in the guest room. Thanks to Fels-Naptha's richer golden soap and lots of gentle naptha, Mary now gets all the dirt out of clothes. The sheets shine so white—and everything smells so fresh and sweet—friends say it's a thrill to sleep at her house!... Why don't you play safe, too? See how easy it is to...

*Banish "Tattle-Tale Gray"  
with Fels-Naptha Soap!*

NEW! Try  
Fels-Naptha  
Soap Chips, too!

COPR. 1938, FELS &amp; CO.





# "This New Amity 'Director' Secret Pocket Billfold Is the Handiest Thing I Ever Carried—

## 8 exclusive features

Let me show you . . .



"THE WIFE gave me my 'Director' for Christmas and I'm crazy about it. This *secret currency pocket* conceals big bills so you don't have to show all your money every time you open it—



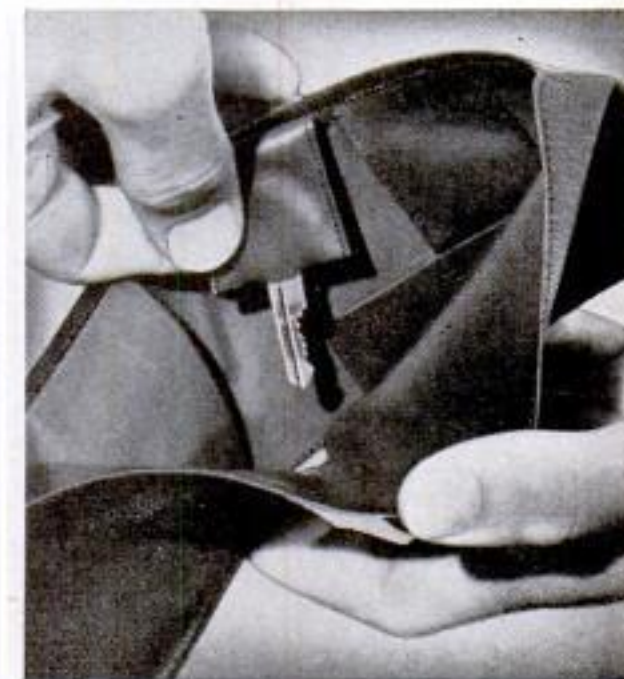
"...AND this *sliding card pocket* makes it easy to carry and find cards—one pull of this tab and they're all brought out in plain sight. Pretty handy, eh?—no fussing around, hunting for what you want. I've had a lot of good billfolds, but this Amity 'Director' tops them all.



"THESE different-colored *transparent card holders* are convenient, too. You can select any card quickly from the rest—you don't need to hand over your whole pocketbook.



"AND this *registration feature* is a swell idea. They tell me Amity has over a million billfolds and key cases registered and every year returns thousands to owners. That's real protection!



"BUT one of the niftiest things about my 'Director' is these two little hidden *pockets for duplicate keys*. They've already saved me several 'lock-outs' from the car and the house.



"AND the way it's made is something, too. The *edges are beveled, turned, cemented, and sewn*. It's craftsmanship like that that makes it hold its shape and wear well, and prevents bulkiness—



New "Director"—Thin

"...AND speaking of bulkiness, this *sliding stay* is another feature that prevents 'buckling' when filled. I'll tell you—this Amity 'Director' is no ordinary pocketbook—it's a *real man's billfold*! No gadgets, but plenty of handy, useful features. You certainly ought to get a 'Director'; they're great!



"EVERY 'Director' is tailored of *genuine specially selected leather*. It's *branded* here with the kind of leather used. You'll like it, too—you should have its extra protection *now*."

### "Director" Key Kaddy. Get One to Match Your "Director"



The new, patented Amity Removable Hook Key Kaddy is made in leathers to match each "Director." Keys may be removed individually without danger of others falling out. Registered for redemption if lost. May be purchased separately at \$1.50 and up or in sets. Matched sets of "Director" Billfold and "Director" Key Kaddy \$5.00 to \$17.50, handsomely boxed.

### "DIRECTOR" BILLFOLD USERS ALL ENTHUSIASTIC

That's the way *all* "Director" owners feel about this new men's billfold. The "Director" is the prized possession of thousands—men of affairs and leaders in every walk of life. Its popularity is phenomenal! You too will feel "pocket proud" with a "Director"—a mark of refinement and progress.

Your choice of fine leathers—all

"Directors" are tailored of only fine, genuine top-grain leathers and are reasonably priced according to the kind of leather used. For example: No. 600, brown tooled hand-colored steerhide, \$3.50; No. 608, black or brown genuine imported English Morocco, \$5.00; No. 609, black pin seal, \$7.50. "Directors" are also manufactured under the *Rolls* name.

**You Pay No More for All These Features—Why Not Enjoy These Extra "Director" Values!**



If your dealer can't supply you, order from AMITY LEATHER PRODUCTS CO., WEST BEND, WIS., manufacturers of *AMITY*, *Rolls*, and *LeGarde* fine leather products



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THE FRONT COVER IS A PHOTOGRAPH OF A COUPLE PLAYING BADMINTON AFTER A LECTURE AT THE DETROIT MARRIAGE CLINIC (see page 56), TAKEN FOR LIFE BY WILLIAM VANDIVERT

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PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Rex Hardy Jr., Bernard Hoffman, Thos. D. McAvoy, Carl M. Mydans, Peter Stackpole, William Vandivert.  
ASSOCIATES: Rachel Albertson, Lincoln Barnett, Alan Brown, David Cort, Mary Fraser, Andrew Heiskell, Geoffrey T. Hellman, Wilson Hicks, Dorothy Hoover, Joseph Kastner, Hubert Kay, Alexander King, A. K. Mills, Willard D. Morgan, Paul Peters, Howard K. Richmond, Maria Sermolino, Joseph J. Thorndike, Jr.

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## HOW A MAN OF 40 CAN RETIRE IN 15 YEARS

IF you're around 40, you're lucky! If you're younger, so much the better. You can have a steady income guaranteed to you for life starting when you retire, an income that most men at 55 couldn't possibly afford!

By starting now on this simple, definite Plan, and putting in something each year, you make it easy to get a guaranteed monthly income for life when you retire.

### \$1800 a Year

### beginning at age 55

Suppose you decide you want to be able to retire on \$150 a month beginning at age 55. Here is what you can get:

1 A check for \$150 when you reach 55 and a check for \$150 every month thereafter as long as you live.

This important benefit is available alone; but if you are insurable, your Plan can also include:

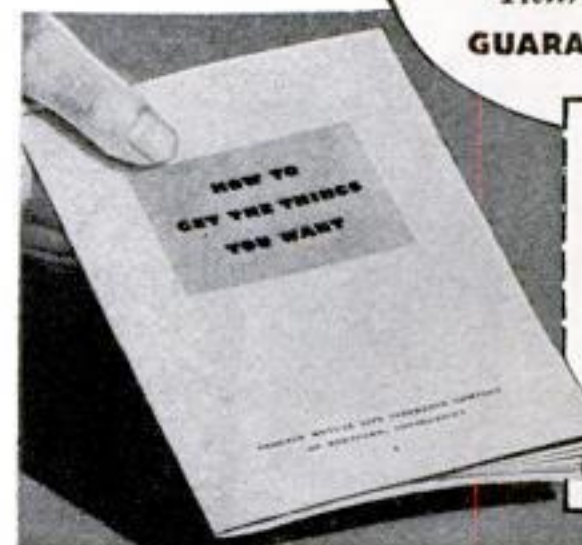
2 A life income for your wife if you die before retirement age.

3 A monthly disability income for yourself if, before age 55, total disability stops your earning power for six months or more.

Best of all, the Plan is guaranteed by a company with over half a billion dollars of insurance in force. If you want to retire some day, and are willing to lay aside a portion of your income every month, you can have freedom from money worries. You can have all the joys of recreation or travel when the time comes at which every man wants them most.

The Plan is not limited to men of 40. You may be older or younger. The income is not limited to \$150 a month. It can be more or less. And you can retire at any of the following ages: 55, 60, 65, or 70. Similar Plans are available to women.

What does it cost? The Plan will probably cost nothing, because in most cases, every cent and more comes back to you at retirement age. Write your date of birth in the coupon below and mail it today. You will receive, without cost or obligation, a copy of the interesting illustrated booklet shown below. It tells all about the Phoenix Mutual Retirement Plan. Send for your copy now. The coupon is for your convenience.



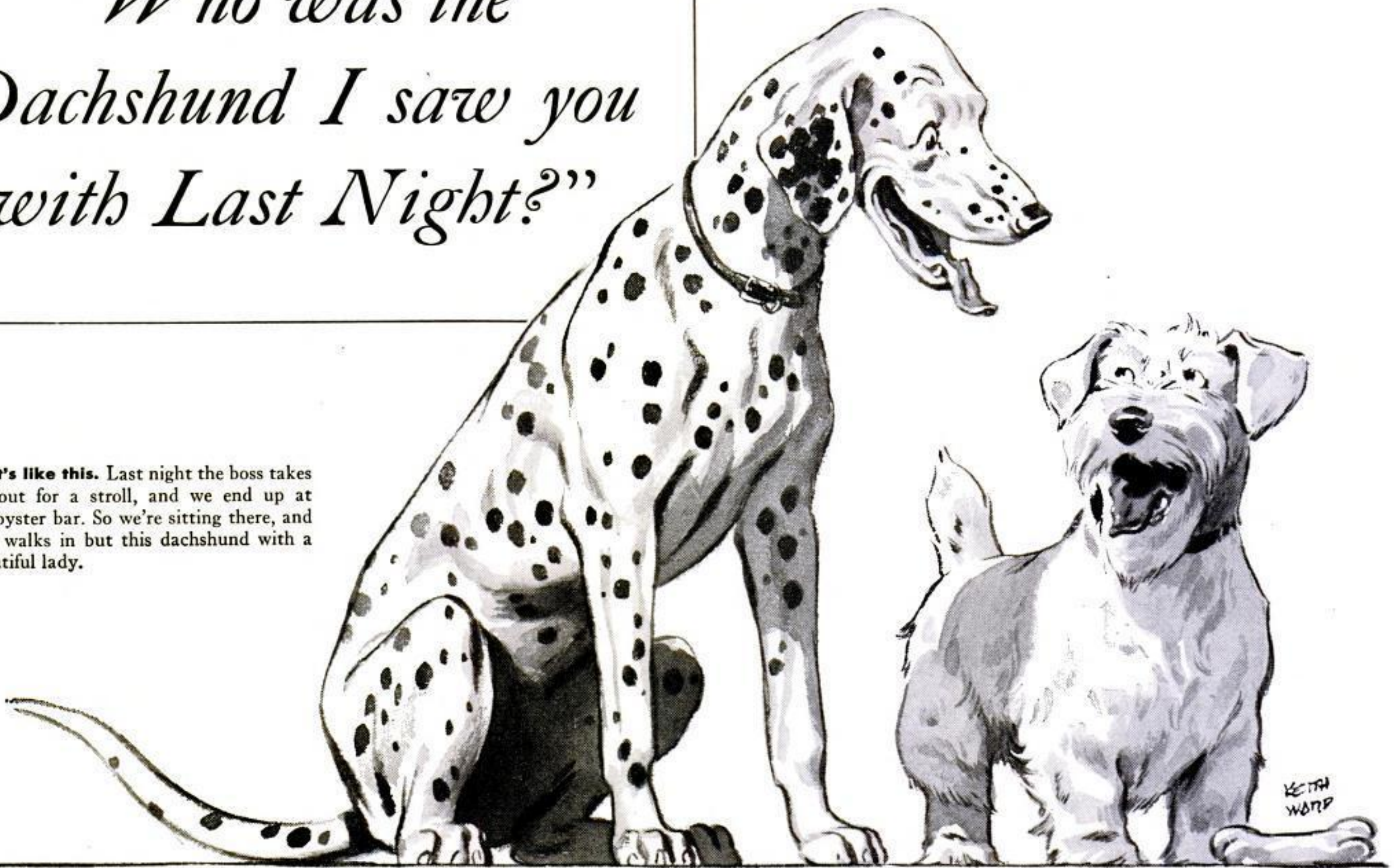
Phoenix Mutual Life Insurance Company  
279 Elm St., Hartford, Conn.  
Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Business Address \_\_\_\_\_  
Home Address \_\_\_\_\_



*"Who was the  
Dachshund I saw you  
with Last Night?"*

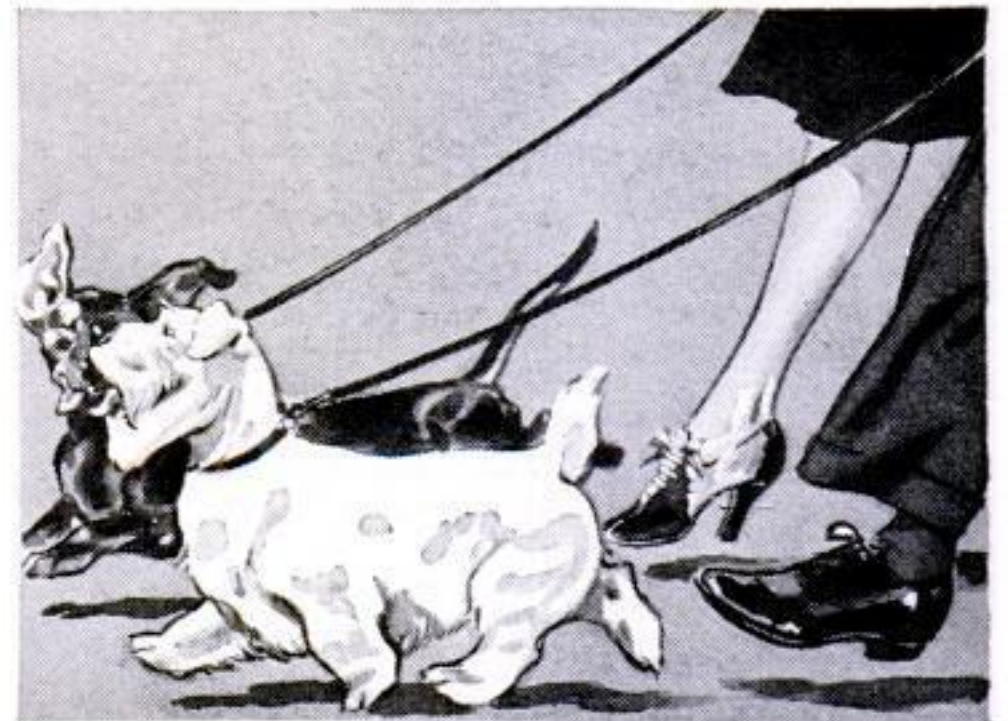
**1. It's like this.** Last night the boss takes me out for a stroll, and we end up at the oyster bar. So we're sitting there, and who walks in but this dachshund with a beautiful lady.



**2. While I'm rubbing** noses with the mutt, the boss is boasting to the lady about my carrying off the blue ribbon in last year's dog show. So then the waiter comes in with the boss's coffee.



**3. "I bet I don't sleep** two winks tonight," says the boss, "but, boy, how I love good coffee!" "You'd sleep like a kitten," says the lady, "if you'd send that back and order Sanka Coffee."



**4. So she tells him** how Sanka is 97% caffeine-free and can't keep you awake. He orders it, and the way he goes for it, it sure must taste good, too. And then we walk home with the dachshund and the beautiful lady.



**5. So this morning** the boss says to me, "Slip into the leash, boy. We're going over to thank the beautiful lady who tipped us off to the coffee that *really* lets you sleep. And by the way, you'll probably be seeing plenty of that dachshund from now on."

OF COURSE, Sanka Coffee is *real* coffee, grand coffee... rich, soul-satisfying, *delicious*.

And, besides that, Sanka Coffee simply can't keep you awake—even if you're one of those people affected by caffeine. For 97% of the caffeine is removed from Sanka. So you can drink as much as you want—whenever you want it!

Make Sanka Coffee *strong*—the way all good coffee should be made. Use a heaping tablespoonful for every cup. Your grocer sells Sanka Coffee. It is a General Foods Product.



**SANKA COFFEE**

REAL COFFEE...97% CAFFEINE-FREE...DRINK IT AND SLEEP

**"WE, THE PEOPLE" SPEAK**

Craig Hunter was a successful business man, had money in the bank! Yet two thin dimes—just twenty cents—stood between him and happiness.

Mr. Hunter's heart-rending story, as he himself told it, was one of the many recent high-spots on radio's most novel program... "We, The People."

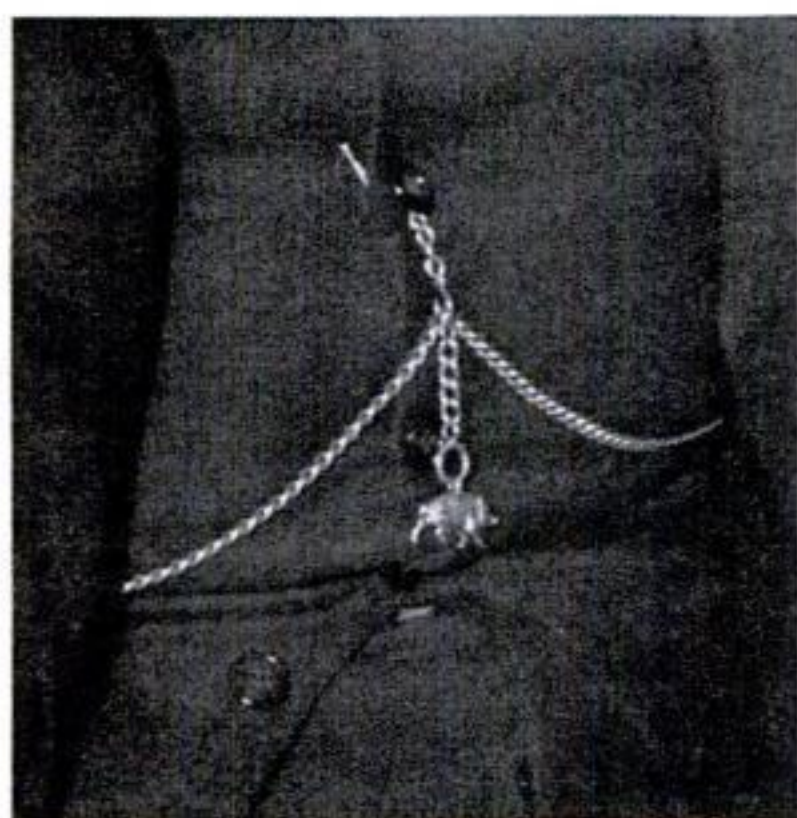
Every week, "We, The People" brings you a group of real people—not actors—telling their own hair-raising, pathetic, and laughable experiences. Nothing else like it on the air! **LISTEN IN!** Every Thursday night. Columbia Broadcasting System. See your paper for time and station.





IN A NEW YORK MAGISTRATE'S COURT MARCH 11 MR. WHITNEY (CENTRE) APPEARS WITH HIS ATTORNEY (LEFT) AND HIS PROSECUTOR (RIGHT)

## THE WHITNEY SCANDAL; A FOX-HUNTING HARVARDMAN RIDES TO A GREAT FALL



MR. WHITNEY'S PORCELLIAN PIG

**R**ichard Whitney, five-time president of the New York Stock Exchange and the nation's most famed broker, was everything that his own world most admired, and the rest of the world envied. Son of a proud old Massachusetts family, schooled at Groton and Harvard where he belonged to the ultra-aristocratic Porcellian Club (left), he bought his own Stock Exchange seat at 23, headed his own firm at 28, prospered mightily as a broker for the great House of Morgan, of which his brother George is a partner. As acting president of the Exchange in 1929, his cool leadership in the panic made him a national hero, and next year at 41 he became the youngest president the Exchange had ever had. Looking at this commanding figure on March 7, you would have said that he had everything a man could wish: honor, reputation, wealth, social position, a beautiful and devoted wife, two charming daughters, a town house in Manhat-

tan, a fine estate in fashionable Far Hills, N. J., where he stabled his thoroughbreds and loved to ride to hounds.

On March 8, to the shattering shock of Wall Street and Park Avenue, Richard Whitney & Co. were suspended from the Exchange for insolvency, and Mr. Whitney and his partners filed individual and collective petitions in bankruptcy. But that was only the far-off thunder. On March 10 the full storm broke when Mr. Whitney was arrested, booked, fingerprinted and photographed like a common thief, on a charge of having taken \$105,000 from a trust fund. On March 11 he was arrested again, charged with the theft of securities worth \$109,000 from the New York Yacht Club, of which he was treasurer.

At week's end his heartsick friends, incredulous, still wondered why, he could have done it. But they well knew what this first spectacular casualty of the Roosevelt Depression had lost, and what he had apparently betrayed.





**Doctor of Commercial Science** was the honorary degree which New York University conferred on Stock Exchange President Whitney (rear row, left) in 1932. The citation:

"... Your career in the world of finance has now become of nation-wide significance." Also honored was Secretary of the Treasury Ogden Mills (front, fourth from right).



**George R. Sheldon**, banker, Republican treasurer and Union League president, left a \$105,000 trust fund for his daughters Gertrude and Mary, Harvard, St. Paul's School.

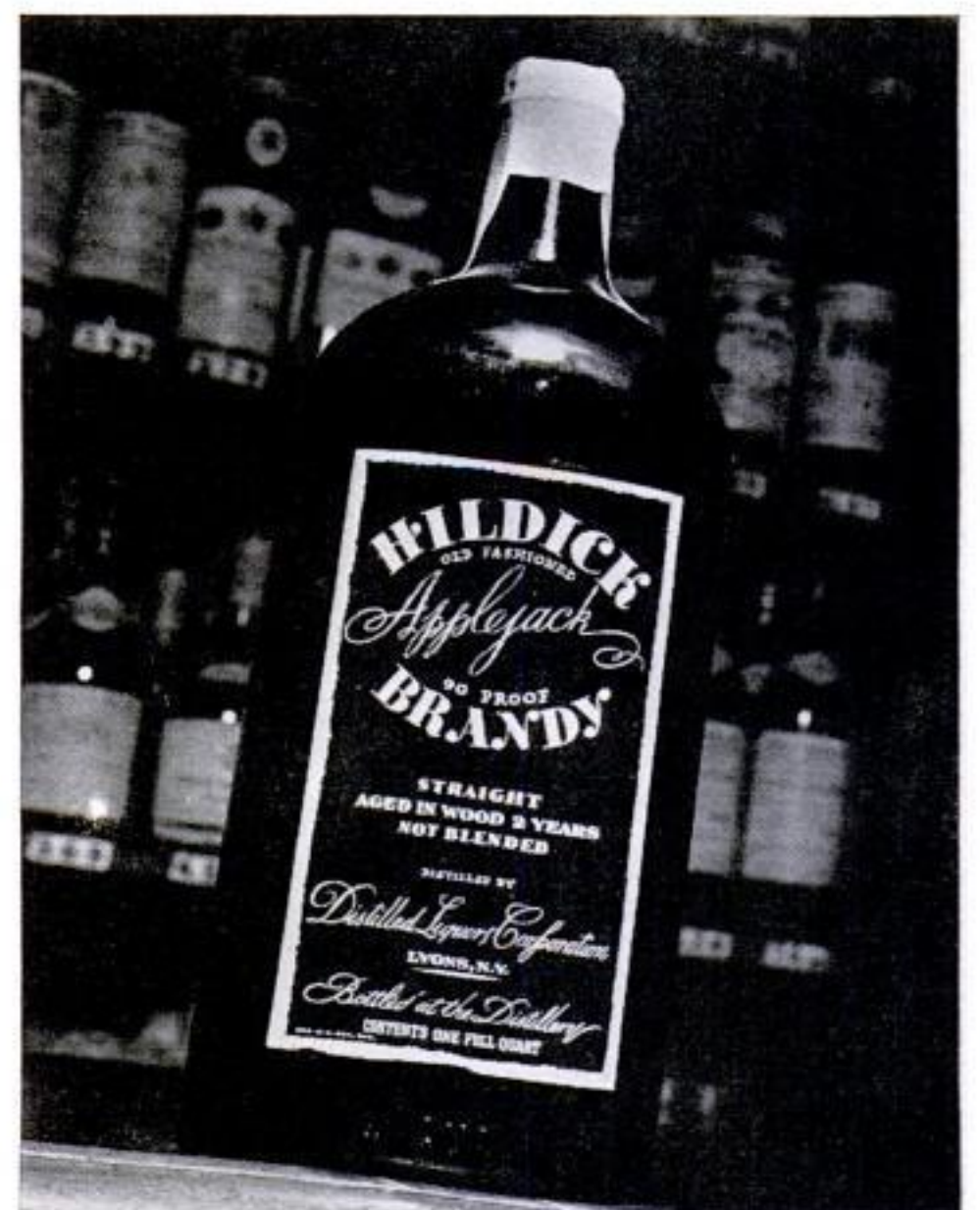


The good works expected of a leading citizen are here performed by Mr. Whitney (right) as he attends a luncheon of the Salvation Army's 1933 United Appeal with Commander

Evangeline Booth. During the War he served as dollar-a-year man with the Food Administration. Below: Mr. and Mrs. Whitney in costume at the Far Hills (N. J.) Horse Show.

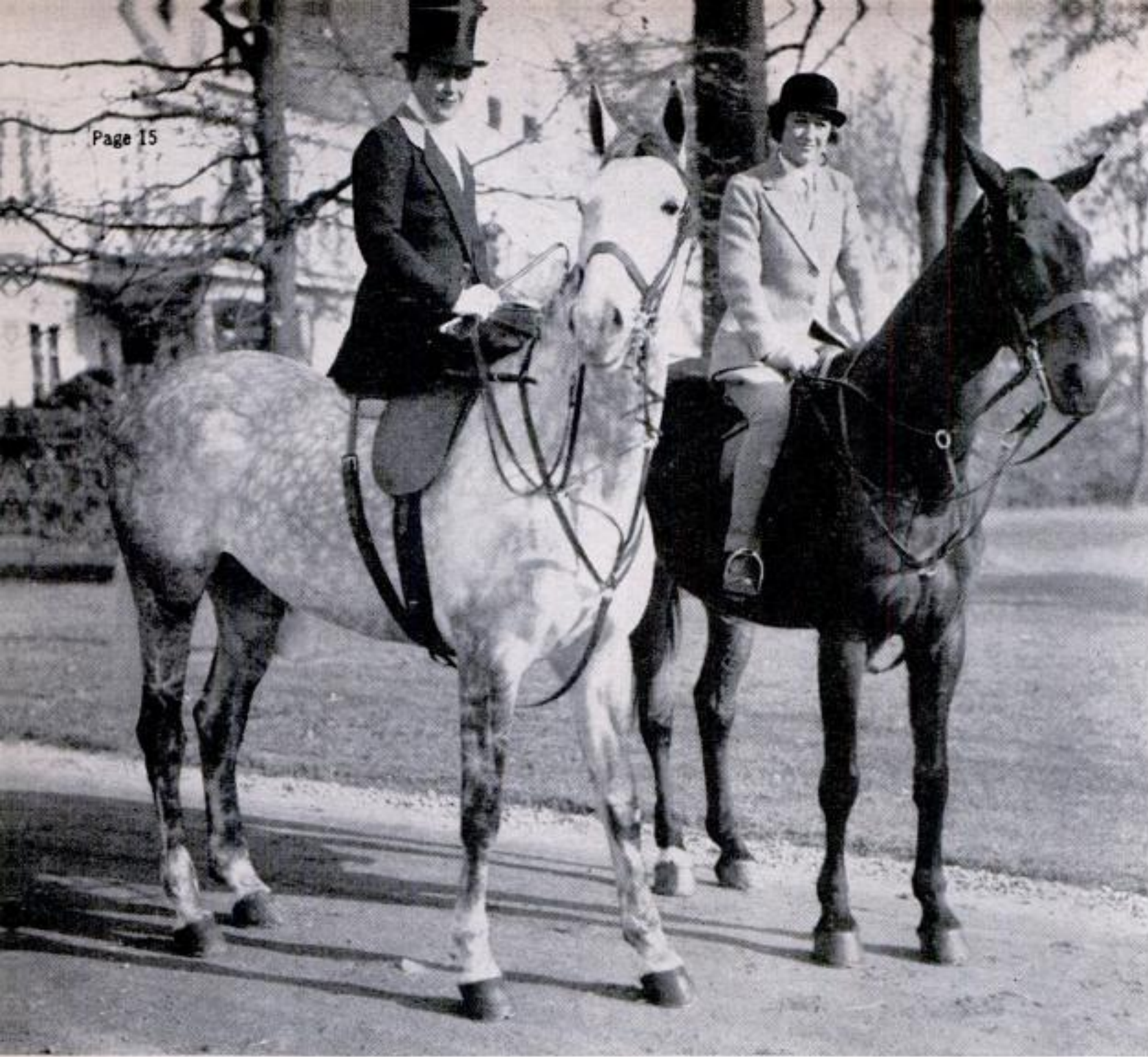


**Gertrude Sheldon**, widow of Mrs. W. K. Vanderbilt's son Samuel S. Sands Jr., married Richard Whitney in 1916. She is noted for her dress and for her many charitable activities.

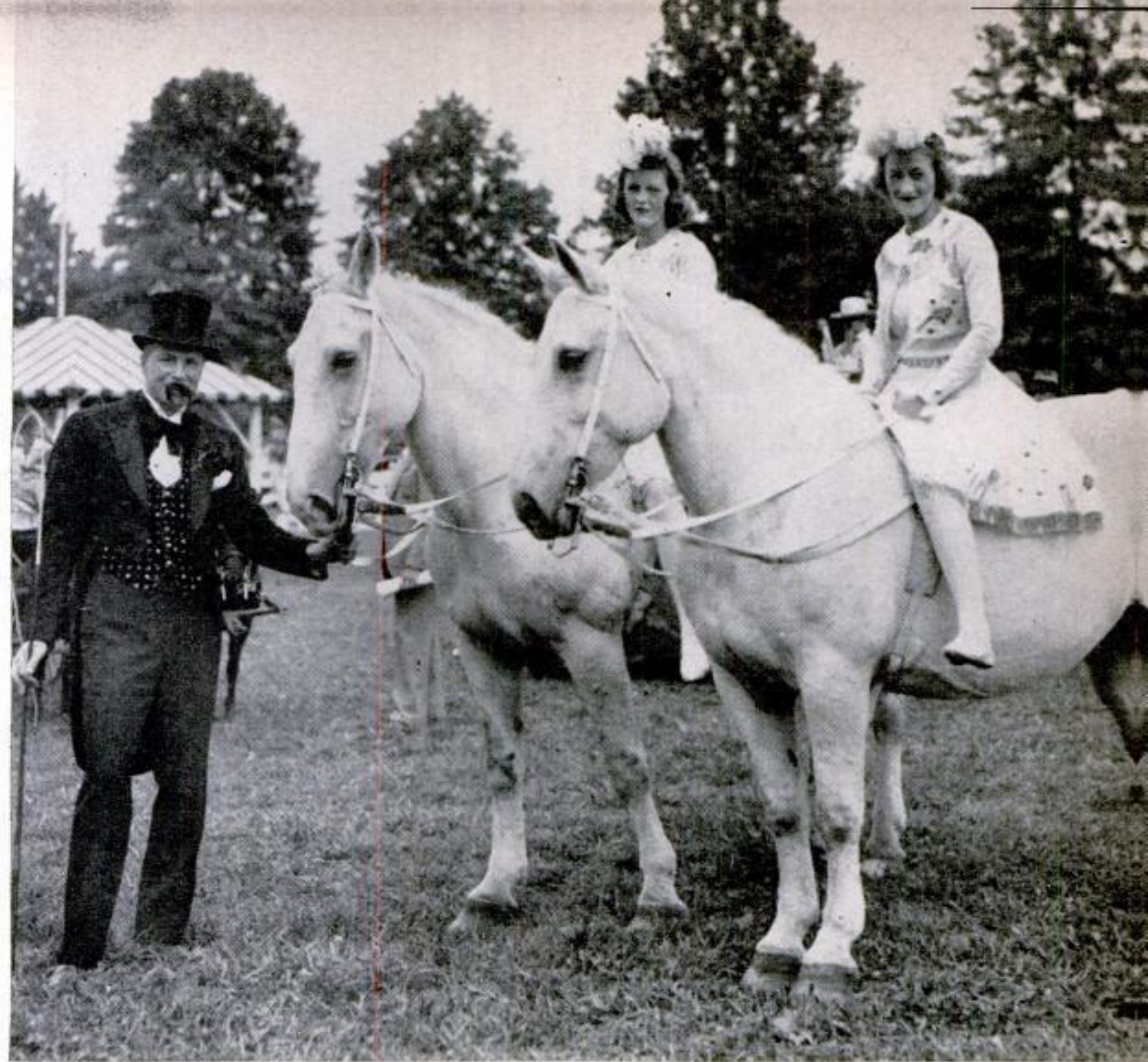


**Applejack** ("Jersey lightning") was Mr. Whitney's downfall. Setting out to get control of Distilled Liquors Corp., manufacturer of Hildick applejack, he bought 139,400 of the company's 148,750 shares at an average price of \$15 per share. Instead of rolling up his sleeves to make a go of the business, Broker Whitney is charged with taking his clients' securities, including his father-in-law's trust fund, to raise cash on them in a vain effort to peg the stock's price. As it dropped to 3½, he was ruined.





**Mrs. Whitney and Daughter Alice, 18,** at the Whitney estate in Far Hills await the rest of the Essex Fox Hounds Hunt. Like her vivacious sister Nancy, 21, Alice attended socialite Foxcroft School in Middleburg, Va., graduating in 1937. She made her Manhattan debut last December.



**Nancy and Alice Whitney,** here costumed for a horse show, have "lots of beaux," according to the New York *News's* Nancy Randolph, and "despite their father's crack-up, they are so pretty and popular that everyone expects them to make good marriages."



**The Essex Fox Hounds Hunt** meets on the Whitney estate at Far Hills, N. J. An enthusiastic horseman, Richard Whitney was a leader of the Essex Hunt, chairman of the

Hunts Committee of the National Steeplechase and Hunt Association in 1932-34, member of the powerful Jockey Club, and kept a racing and hunting stable on which he

claimed a \$10,000 loss in his income tax return in 1927. On March 9 it was revealed that Mr. Whitney had mortgaged his 499-acre country estate last September for \$300,000.

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**Samuel Insull**, utilities magnate, fled to Greece, but was acquitted of using the mails to defraud.



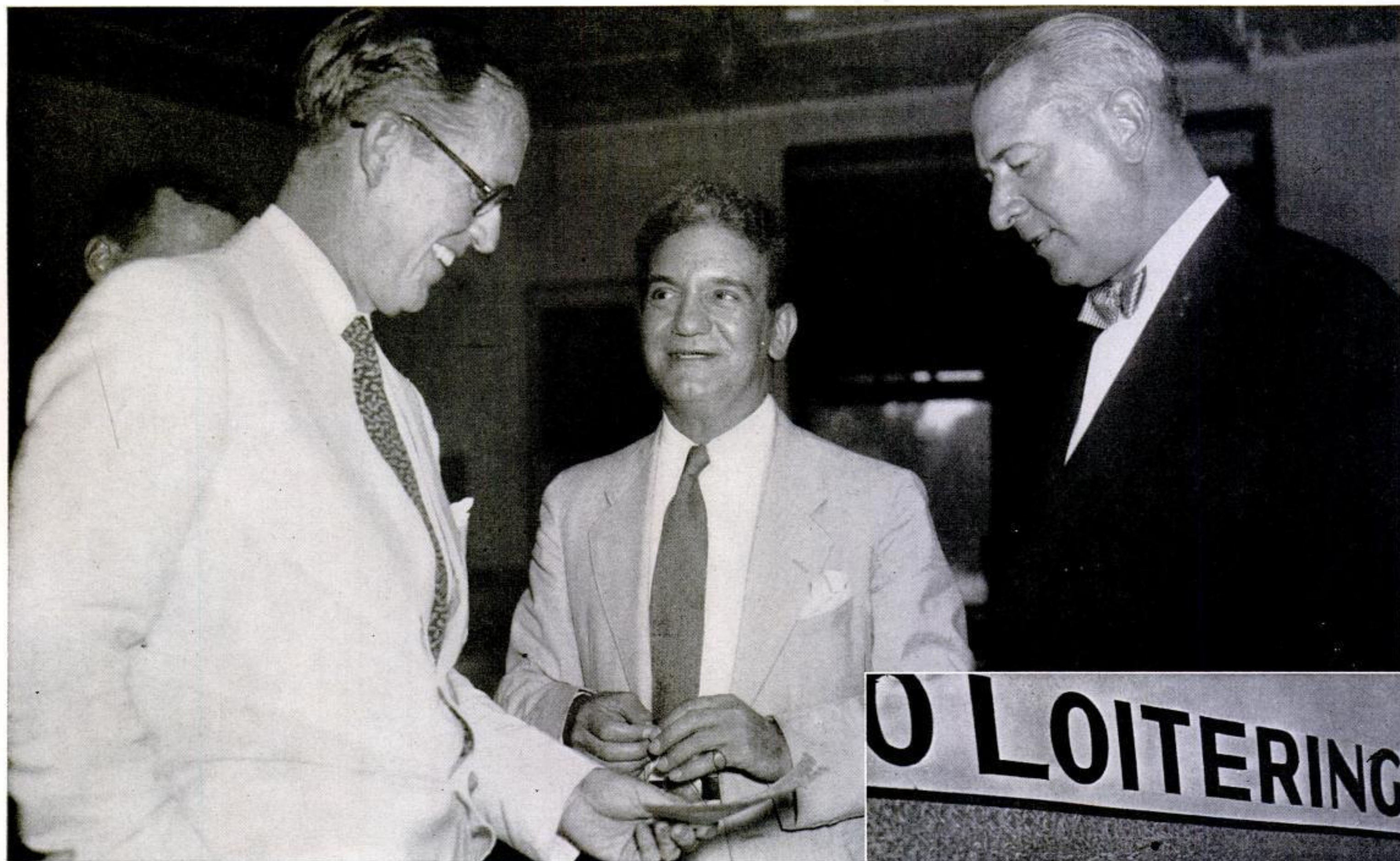
**Albert H. Wiggin**, retired chairman of Chase National Bank, gave up his \$100,000 pension when Senate committee investigated his administration.



**Joseph W. Harriman**, president of Harriman National Bank, attempted suicide before he was tried and convicted of juggling his depositors' funds.



**Charles Mitchell**, ex-chairman of National City Bank, evaded taxes, was ordered by Supreme Court March 7 to pay \$1,093,000.



**New Deal** program sponsored by Joseph P. Kennedy, first chairman of SEC (left), and Ferdinand

Pecora, investigator for Senate Banking Committee (centre), was bitterly fought by Mr. Whitney (right).

## WHITNEY FAILURE BLACKS WALL STREET'S EYE

**R**ichard Whitney was a broker chiefly for banks and institutions. Hence his failure, for debts mounting toward \$1,000,000 as the week's revelations ended, meant financial loss to relatively few individuals. But its moral reverberations shook Wall Street, reached down to Washington and out over the nation.

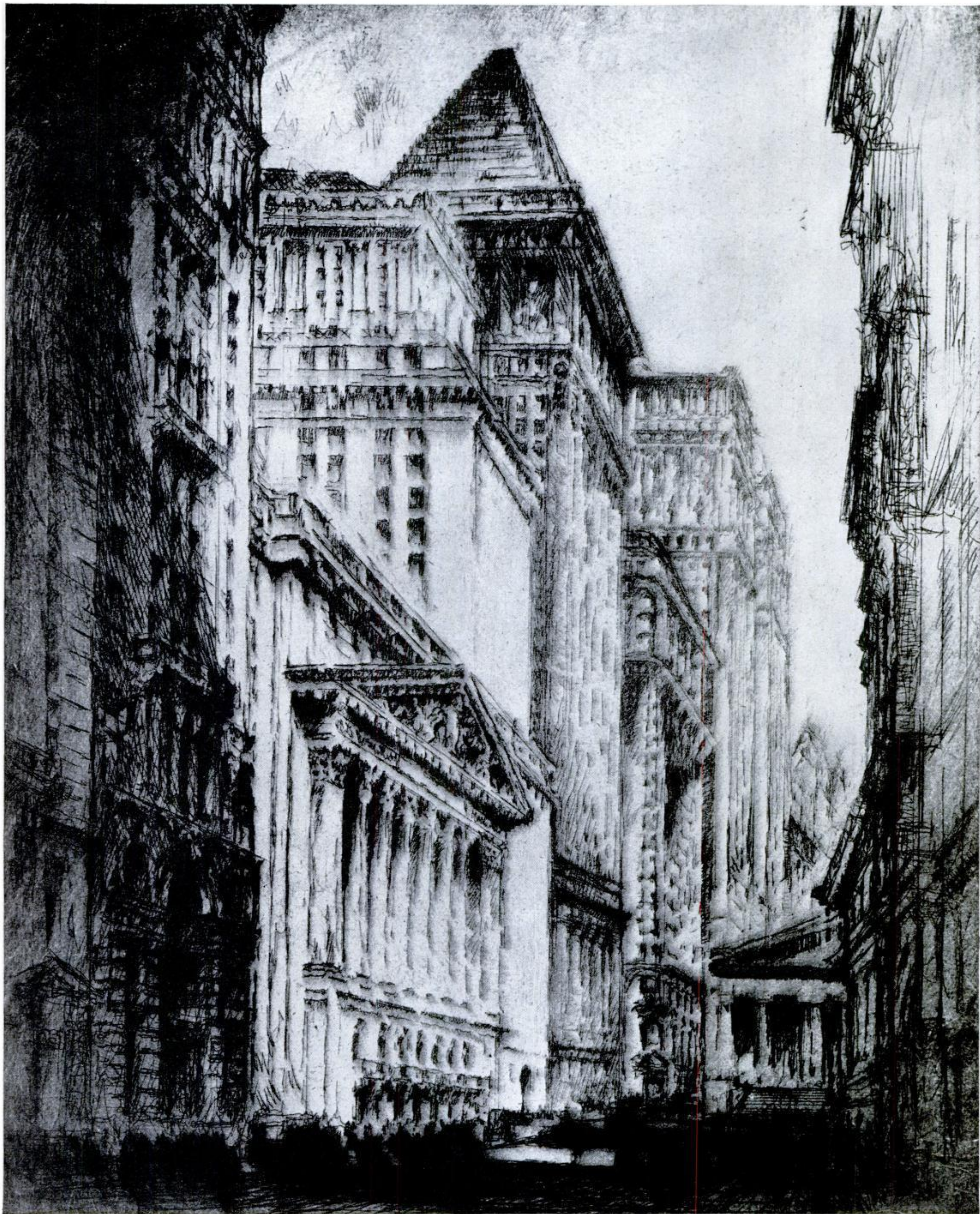
On the wave of public indignation following the exposure of the four Personal Devils of the Hoover Depression (top), the New Deal set out to clean house in Wall Street. Stock Exchange President Whitney's outspoken opposition to reforms made him the spearhead and symbol

of Wall Street intransigence. As such, his failure cast a shadow over all the Street. Would the sight of Richard Whitney in the hands of police (right) now fan the cooling embers of public distrust of Wall Street to fresh fury, stiffen demands for new reforms?

Since the acts of which he was accused were not those of financial trickery, but of simple personal dishonesty, this aftermath seemed unlikely. But if it were true that he had betrayed his clients as charged, it would also be true that he had grossly betrayed not only the Stock Exchange but also his whole class and code.







© JOSEPH PENNELL

## The New York Stock Exchange

In this famous etching by Joseph Pennell, the columnar façade of the Stock Exchange appears at left, the Bankers Trust building just beyond it, the Sub-Treasury in the background, the House of Morgan at right corner. In right foreground stands No. 15 Broad St., home of Richard

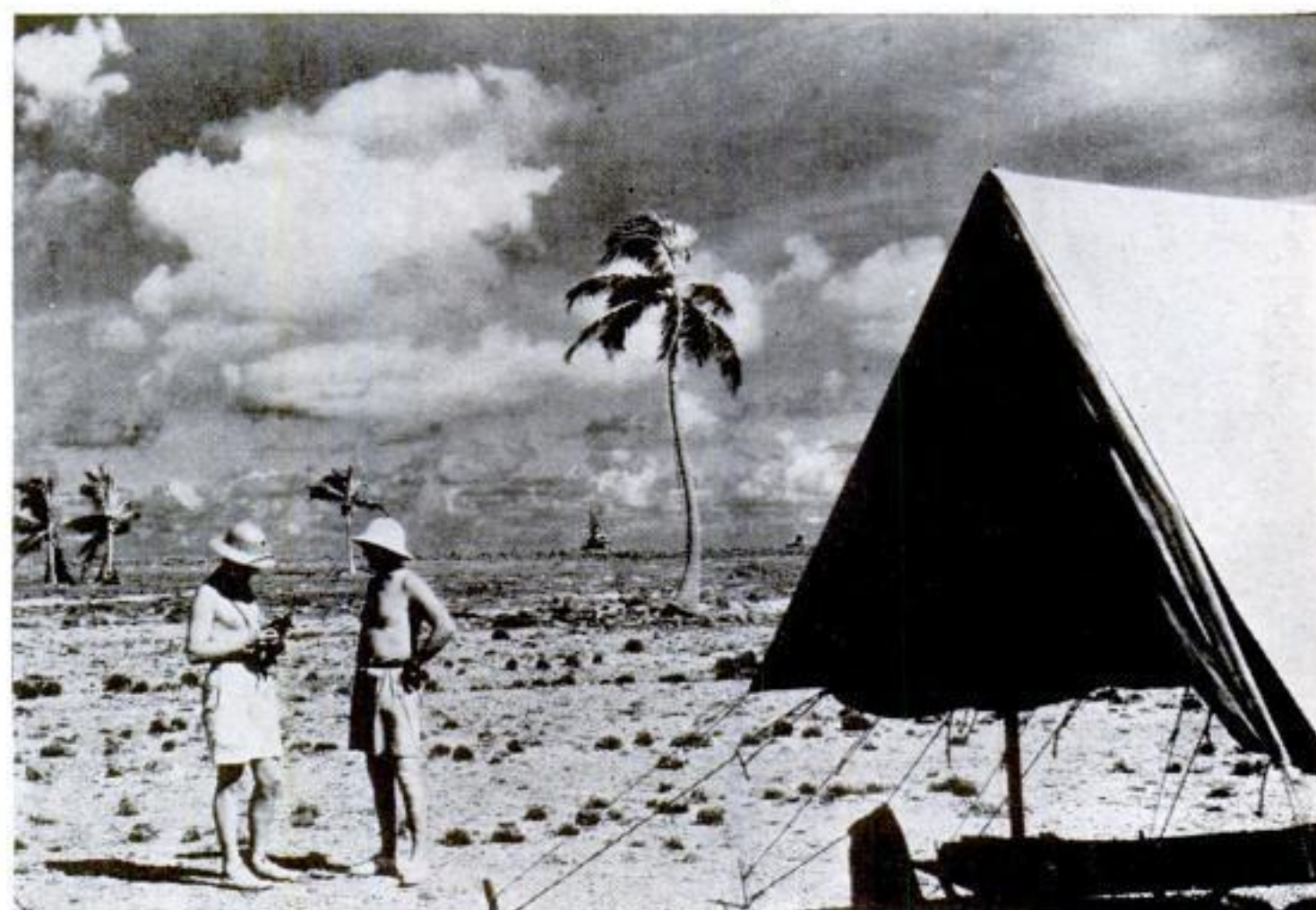
Whitney & Co. Hanging in the office of every member of the Exchange, engraved on his membership certificate, this picture may long be a bitter reminder to Wall Streeters. For the first rule of the Exchange's code, as it is the basis of all economic life, is absolute personal honesty.



## LIFE ON THE AMERICAN NEWSFRONT: ROOSEVELT CLAIMS TWO PACIFIC ISLANDS FOR U. S.



**Enderbury Island**, an atoll in the Phoenix group, 1,850 miles south of Hawaii was one of two islands claimed by President Roosevelt for the U. S. on March 8. A flat coral reef, Enderbury may be useful as a base for landplanes. Possible reason for the claim: to scare Japan.



**Canton Island**, 30 miles west of Enderbury, is a circular reef completely surrounding a lagoon believed to be the best seaplane base in the Pacific. Sparsely vegetated, Canton and Enderbury Islands have an average temperature of 80 degrees, easterly winds all year.

## TOSCANINI IS GIVEN A FAREWELL SURPRISE PARTY BY HIS EMPLOYER



**Celebrating** Toscanini's return for three more years with the N.B.C. Symphony, David Sarnoff turned the top floor of his Manhattan home into a night club March 7, with Samuel Chotzinoff invited the conductor in for an impromptu vaudeville staged by a group of friends.

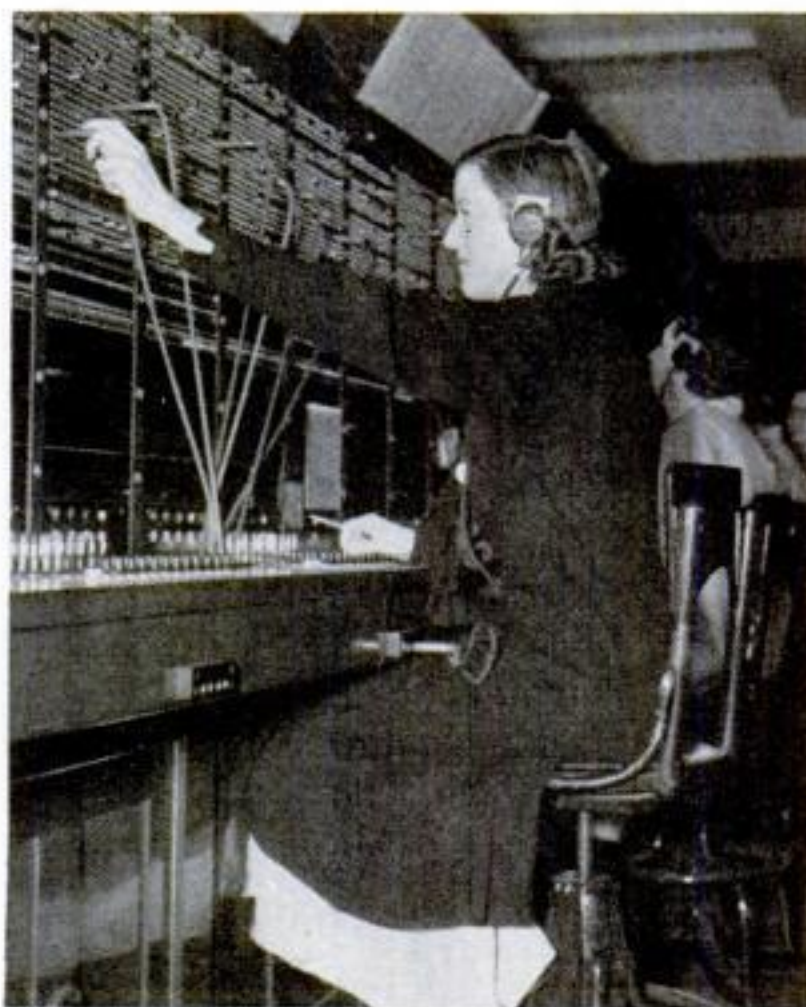


**Conductor Toscanini** (lower right) pondered the Austrian situation which had already determined him to shun the Salzburg Music Festival. Three days later he quietly boarded the *Queen Mary*, headed for Jerusalem where he will conduct the Palestine Symphony Orchestra.

## HOTEL FIRE SMOKES 2,000 GUESTS OUT OF THEIR BEDS IN SMALL HOURS



**At the Hotel New Yorker**, second largest hotel in the world, an airshaft fire drove 2,000 guests from their beds at 4 a.m. on March 6. About 300 descended to the lobby, coats over pajamas, waited till all sparks were out.



**Anne Reilley**, a Philadelphia telephone operator on vacation, hurried to the switchboard at the first alarm, helped regular operators notify guests.



**Newly wed** Mr. and Mrs. Leo Hansa of Wichita, Kan., were routed into the lobby on the second night of their honeymoon, accepted fate with a smile.



## A NEGRO GIRL SWINGS A SCOTTISH TUNE AND BLOWS UP A RADIO STORM



This is Maxine Sullivan, a Negro who sings at the Onyx Club in New York. Last summer she started a vogue by rendering *Loch Lomond* as a "swing" number in a small, catchy voice. Her phonograph record of this old Scottish tune became a favorite of the college boys (50,000 sold to date) and her success set jazz bands to swinging every

folk tune from *Annie Laurie* to *Funiculi Funicula*.

March 8, Tommy Dorsey's band, swinging *Loch Lomond* over a network, was cut off by Station WJR, Detroit. General Manager Leo Fitzpatrick proclaimed that swinging old ballads was blasphemy, henceforth not to be permitted on WJR. "They'll be swinging *Nearer, my God, to Thee* next," he com-

plained. It began to look as if Miss Sullivan would prove the cause of a kilocyclic tempest when, two days later a Cleveland station banned swinging *Comin' Thro' the Rye* and networks rushed to defend swing. Even the judicious N.Y. *Herald Tribune* took notice, declared editorially that Miss Sullivan was an artist and Leo Fitzpatrick a musical stick-in-the-mud.

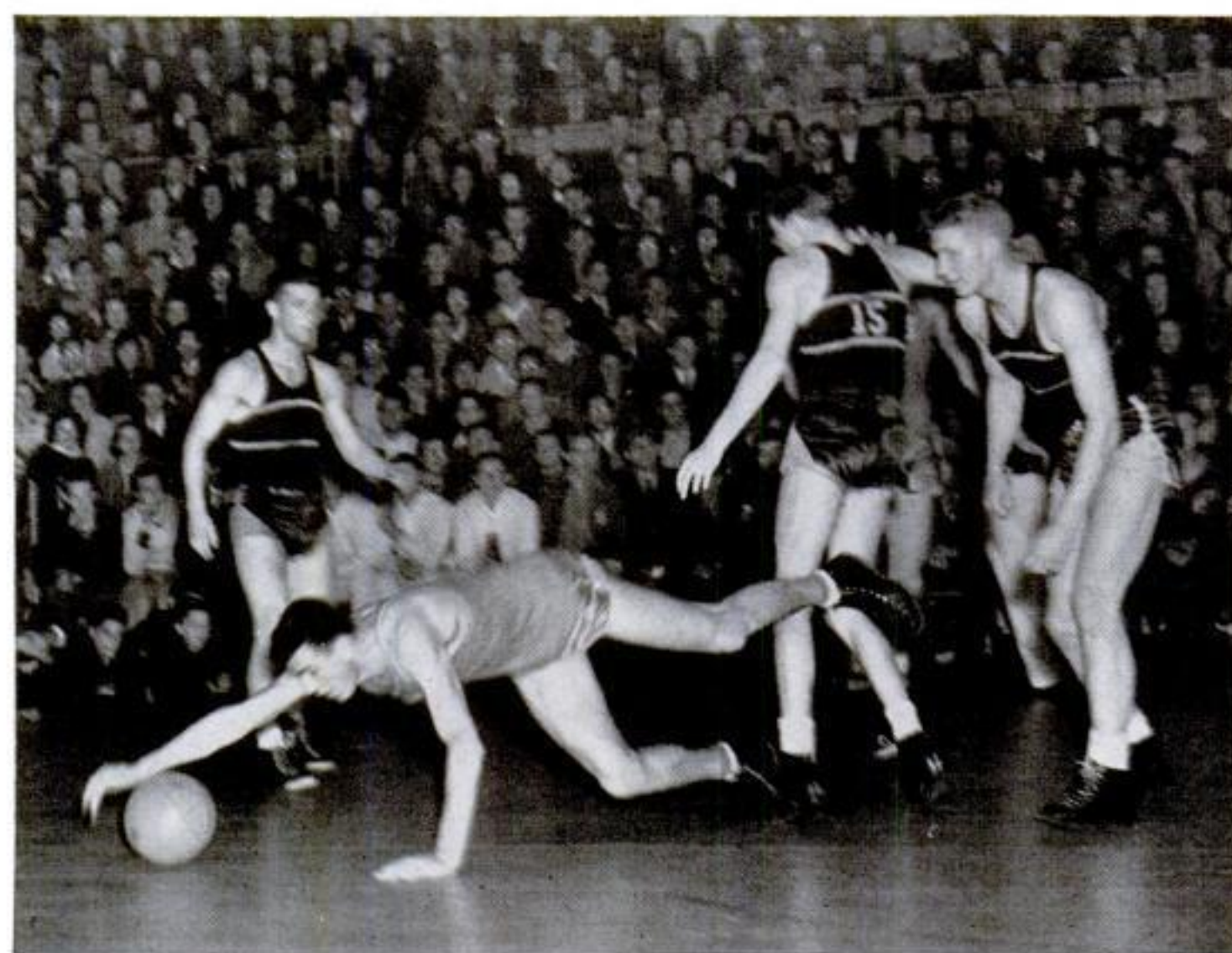


# LIFE ON THE AMERICAN NEWSFRONT: HANK LUISETTI MAKES BASKETBALL HISTORY

Stanford's spectacular player scores his 1,533rd point and is knocked out for his pains



**1** Standing tensely near the sideline in front of the player he has just evaded, Hank Luisetti (No. 7) watches the ball swish through the basket to score his 1,533rd point.



**2** Even after he broke the record, Luisetti played as hard as ever. Scrambling for the ball in second half, he is bumped by a Californian, dives face first onto the floor.



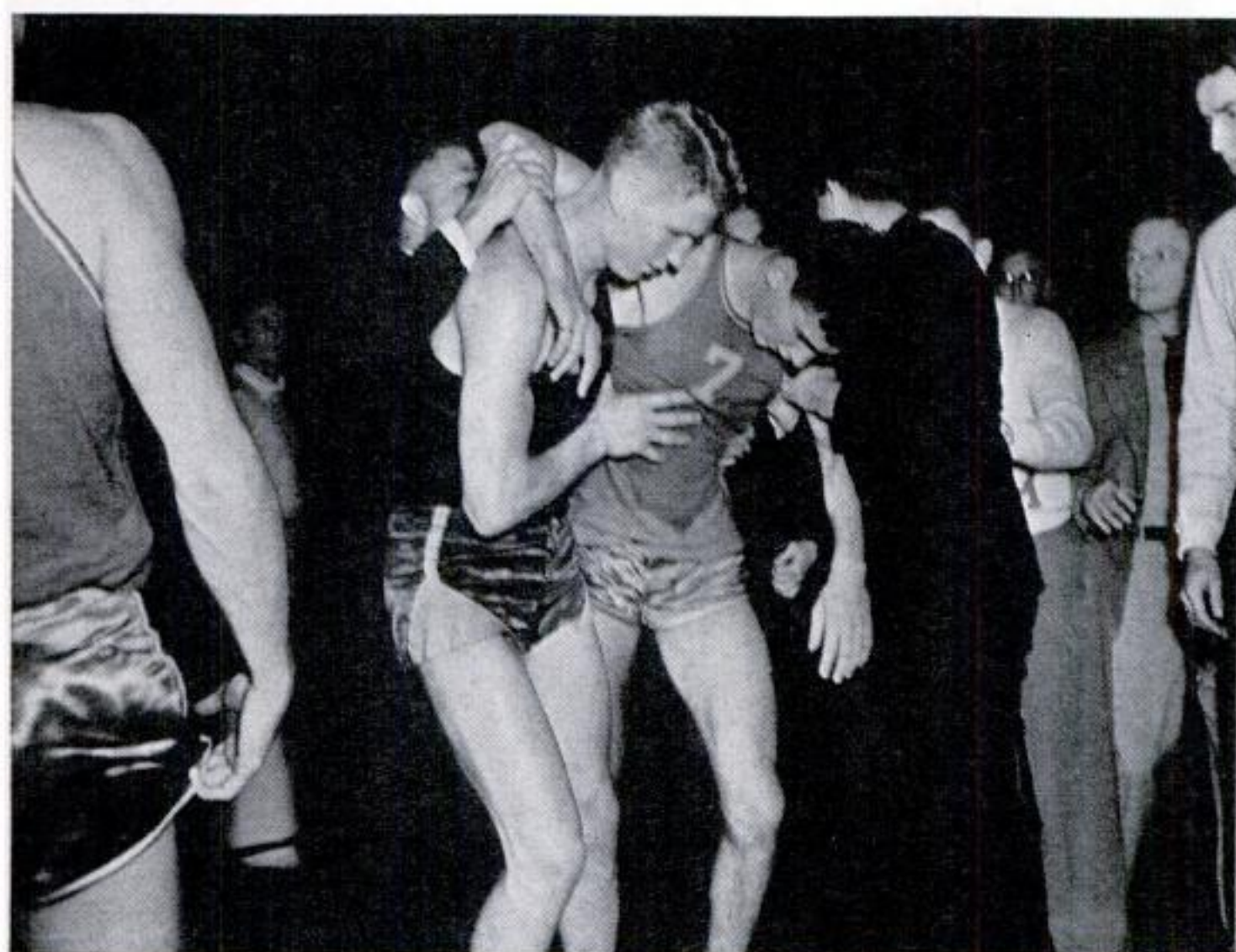
**3** Knocked cold, Luisetti becomes lost in a forest of legs as twittering players and coaches hover over him.

For two minutes, while the dark-haired San Francisco youth lies prone on the floor and a big bump rises on his

forehead, 7,800 spectators wait anxiously to learn if America's most spectacular basketball player is seriously hurt.



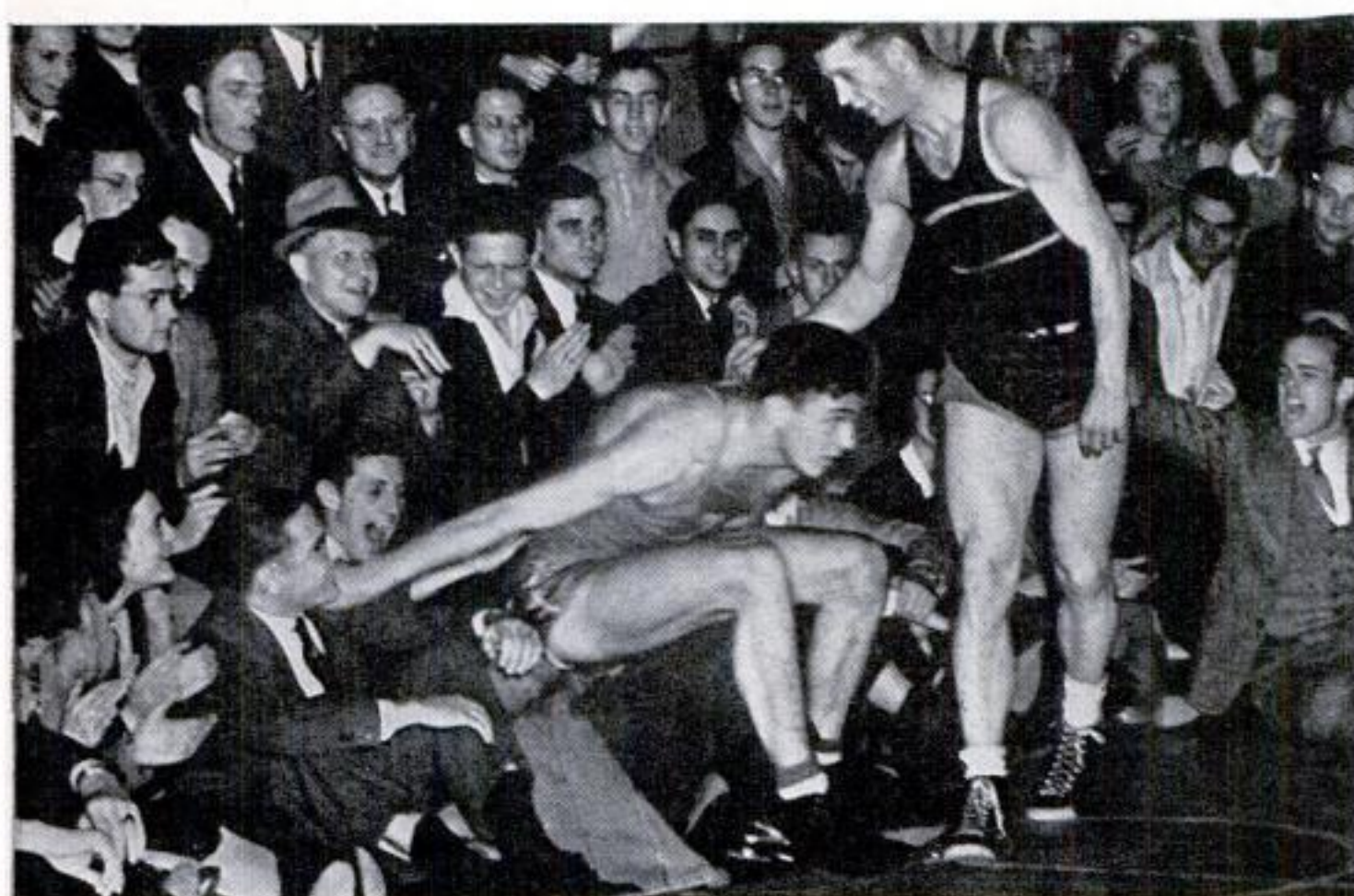
Angelo ("Hank") Luisetti of Stanford University (LIFE, Jan. 31) broke down the sideline of the University of California's basketball court at Berkeley, March 5, and from a sharp angle flipped the ball toward the basket with his right hand. It looped neatly in, bringing Luisetti a new world's scoring record. With that shot, the Stanford senior scored his 1,533rd college point, topping by two the mark set in 1935 by Glenn Roberts of Emory and Henry College. Stanford, ranked by many as the country's best team, beat California 63-42.



**4** His knees wobbly and his body limp, Luisetti is lifted to his feet and is helped off the court by his chivalrous rival, Captain Chet Carlisle, captain of California's team.



**5** Five minutes later, Hank, shifty as ever, returns. Above, darting past two Californians, he dribbles down to the basket and, leaping to rim (right), sinks another goal.



**6** Still trying for baskets, Hank tumbles into the cheering crowd. With its victory, his team became champion of the Southern Division of the Pacific Coast Conference.









## "IT'S WHEELING STEEL": A NEW WAY TO USE RADIO

Steelworkers put on their own show

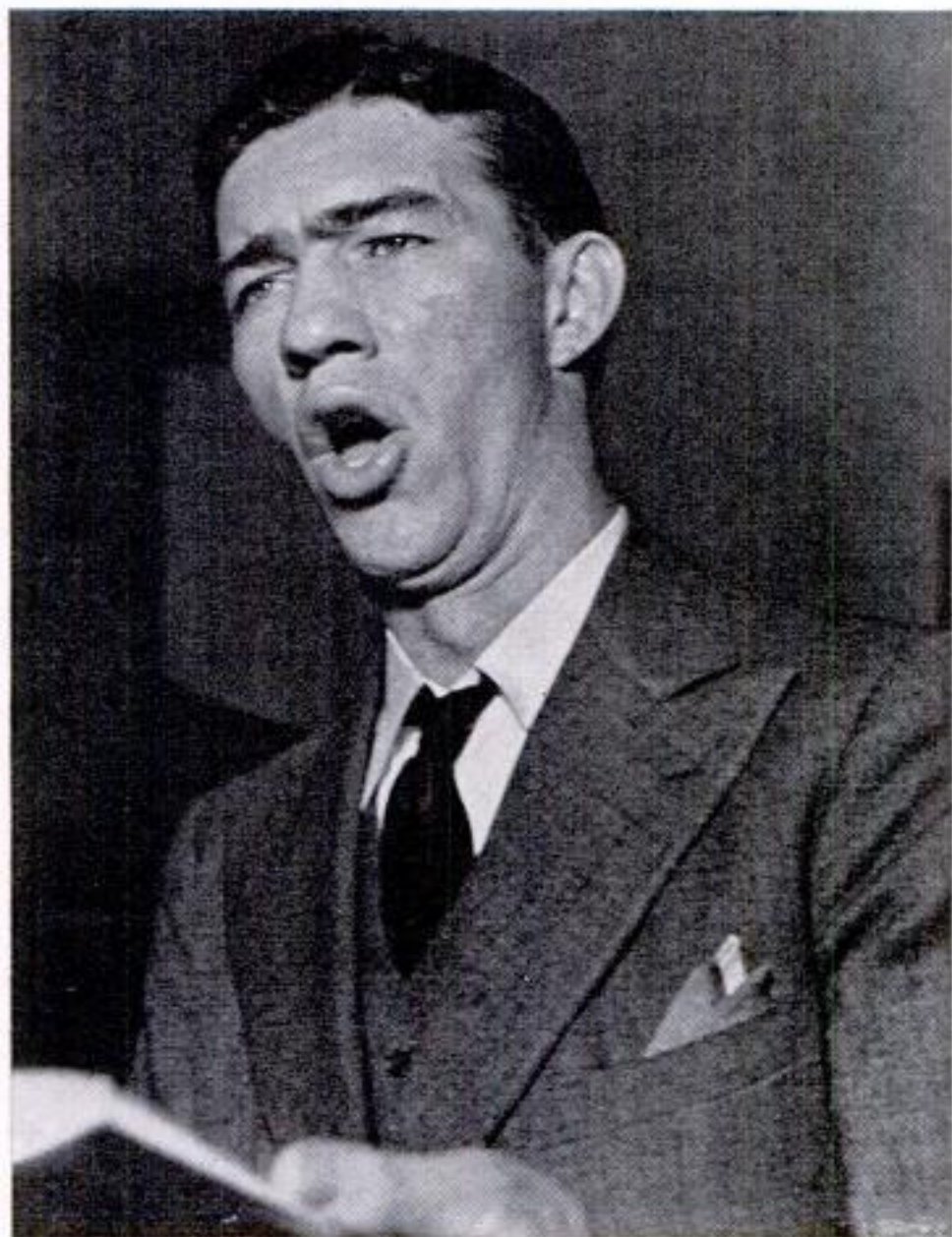


The current radio season has produced at least one program which is something new on the air. *It's Wheeling Steel* is a half-hour variety program of the same general type as the Bing Crosby and Rudy Vallee shows. It is put on by the employees of the Wheeling Steel Co., ninth

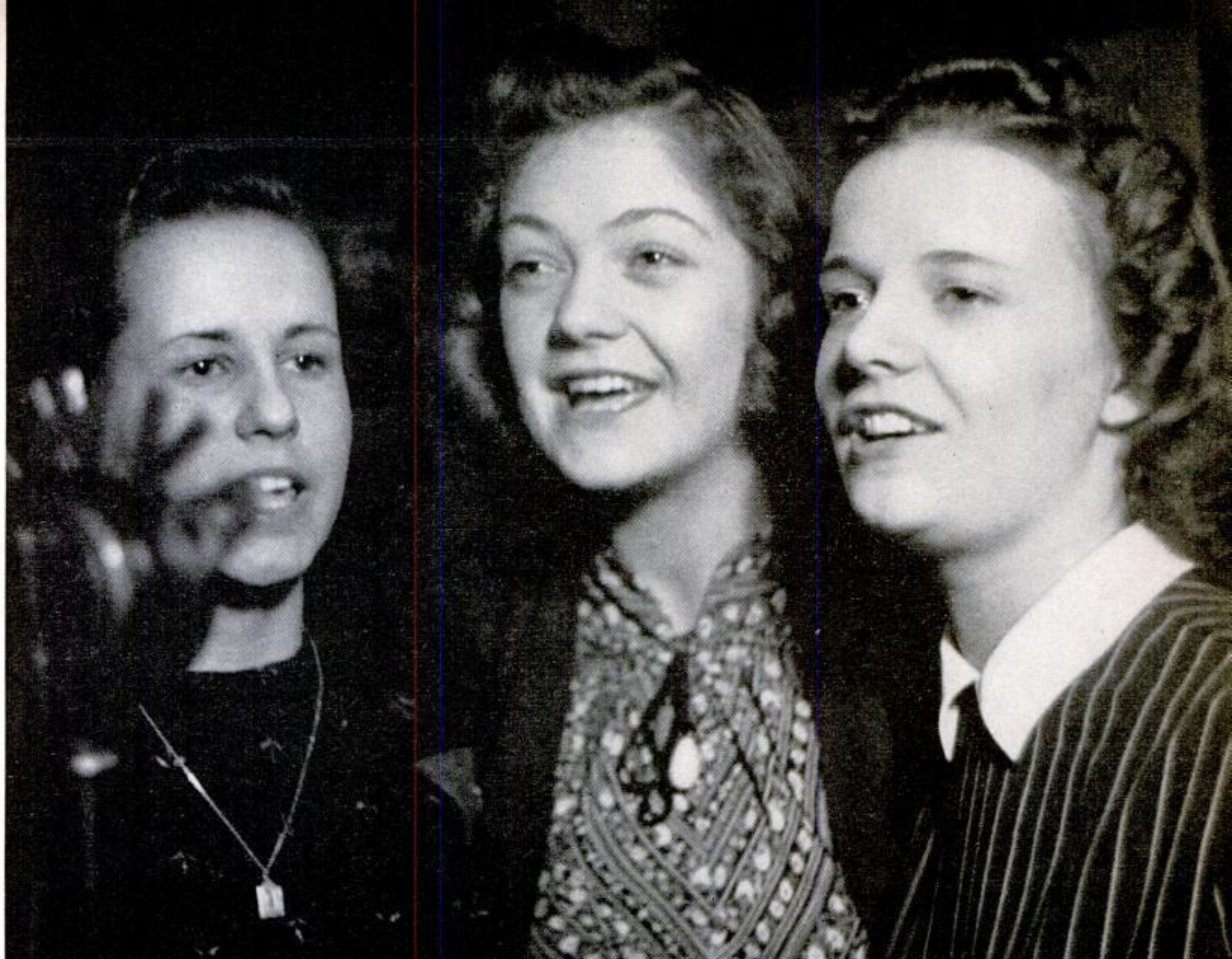
largest of the nation's steelmakers.

This unique program is the idea of Wheeling's advertising director, John L. Grimes. What Mr. Grimes wanted, and got, was a program which would not only advertise Wheeling products but build good will among company employees and the general public. Wheeling employees, together with their families, number close to 100,000 persons, scattered in mill towns about the Ohio Valley. They proved a fertile field for talent. The program has a Steelmakers' Orchestra, a quartet of Singing Millmen, a girl soloist, and specialty acts. The newest feature is a singing trio called the "Steele Sisters."

Wheeling musicians get no time off from their regular work. Three nights a week they wash off the grime of the foundries and gather at Station WWVA in Wheeling, W. Va., for rehearsals. Every Sunday afternoon the Valley turns out in its best to fill the 2,500 seats of the Municipal Auditorium for the broadcast. *It's Wheeling Steel* started in November 1936 over WWVA. Early this year it attained the status of big-time radio by going onto the Mutual Network and is now broadcast over 17 stations.



Frank Nalepa sings bass in the quartet of Singing Millmen, and sometimes solos. On weekdays he works in the yard department, switching railroad cars and heaving coal. The melodramatic pose on the opposite page shows him astride two coal cars, with the Steubenville Works behind him. Frank is 27, married and has one child. He earns \$5 a day.

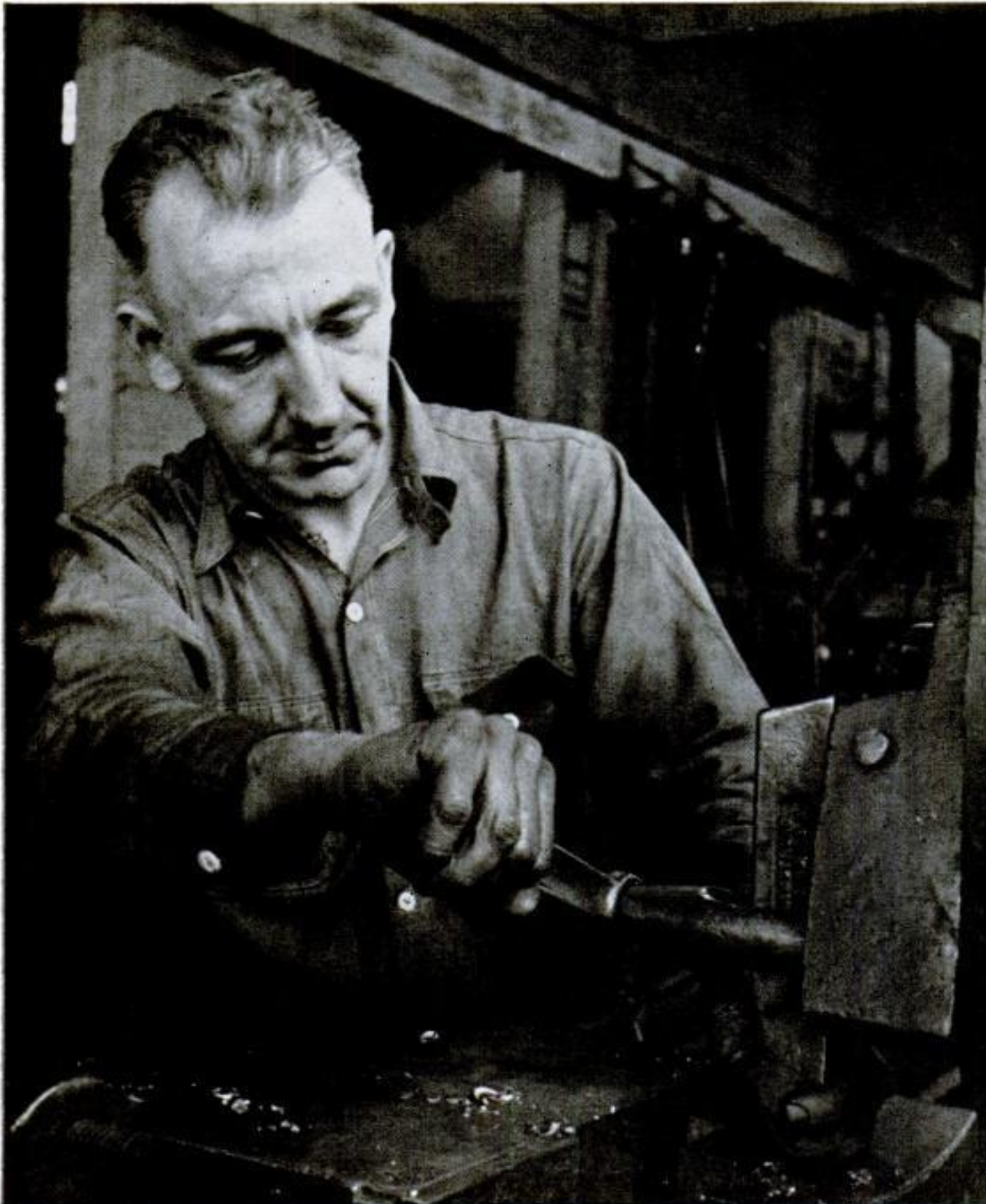


THE "STEELE SISTERS" ARE KATHLEEN NELSON, LOIS MAY NOLTE AND LUCILLE BELL  
FOUNDRY WORKER DAN KEMP (SECOND FROM LEFT, BELOW) HAS BEEN AUDITIONED AS A SINGER



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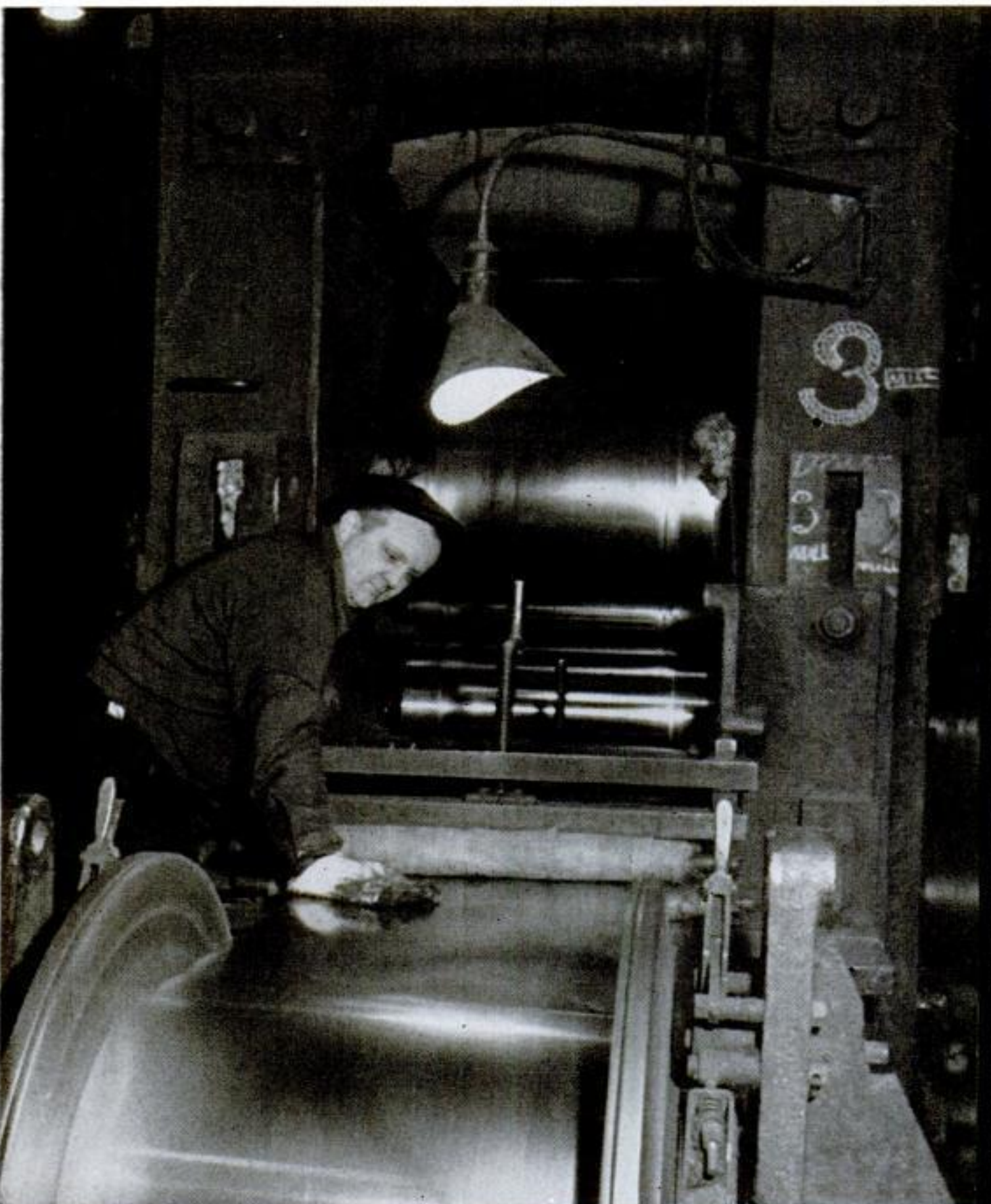




**Verdi Gwynn Howells is a skilled machinist** in Wheeling's tin mill at Yorkville, Ohio. Mr. Howells was born in Wales, home of fine tinsmiths, came to U. S. in 1926. When he played a solo on a recent program, his mother in Wales heard him over a U. S. station.



**Mr. Howells is the first saxophonist** in the Steelmakers' Orchestra. The players belong to the musicians' union as well as to their own steelworkers' union and draw radio-musicians' pay in addition to their regular mill pay. For his Sunday's work Mr. Howells earns \$24.

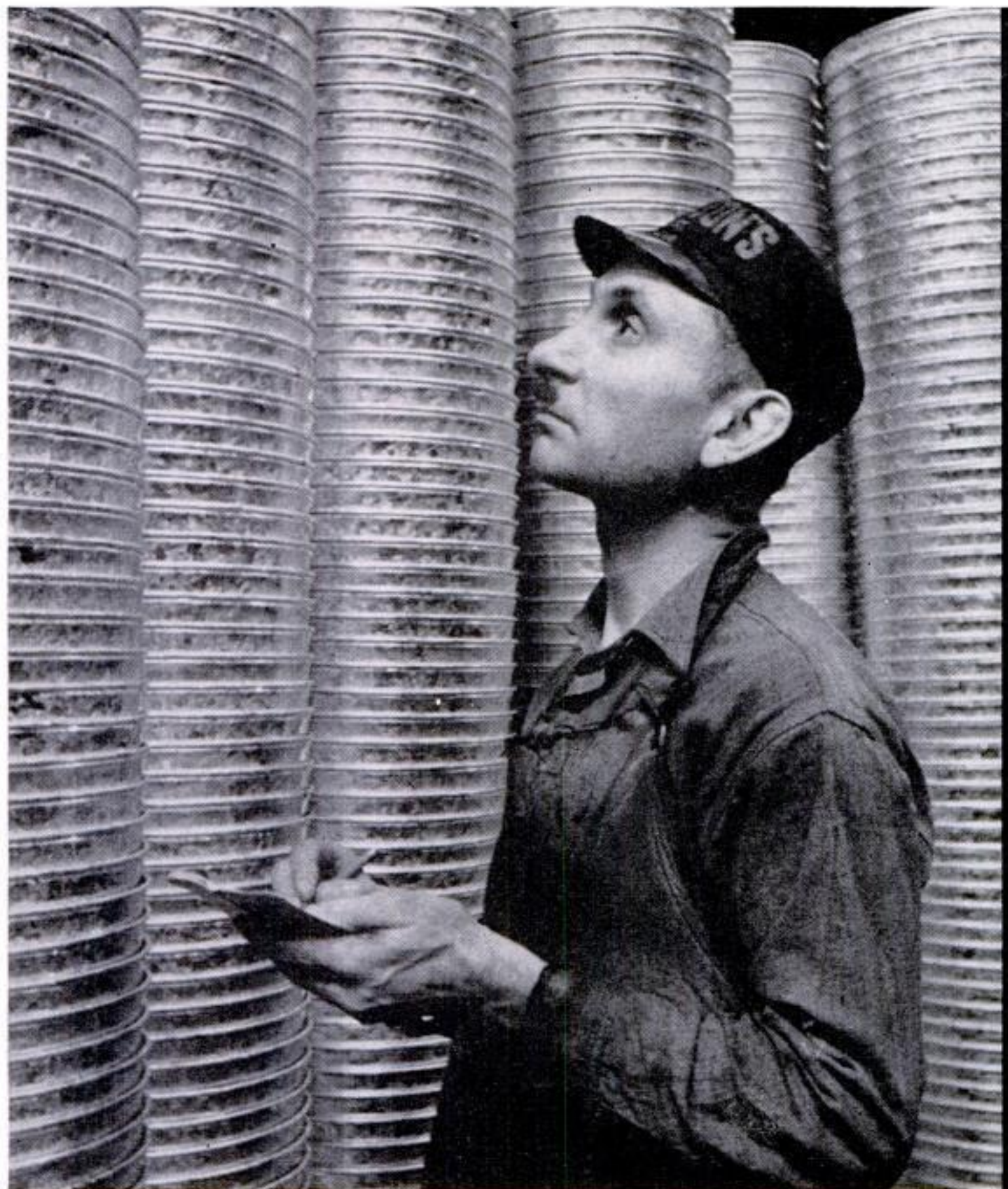


**William Griffiths tends a mill** which presses cold steel into long, flat strips for pots and pans. Like Machinist Howells he comes from a family of Welsh tinmakers but was born at Martins Ferry, Ohio, where Wheeling Steel has a mill. He is 33 and married.



**Mr. Griffiths sings tenor** in the quartet of Singing Millmen and has missed only one Sunday since the program started in November 1936. In good times, as a steelworker he earns 81¢ an hour for a normal 40-hour week. His radio singing brings him an extra weekly \$20.





**Phillip De Pasquale counts garbage cans** in the Martins Ferry Works, and can tell you that last year Wheeling's metalware subsidiary, Wheeling Corrugating Co., produced 7,826,637 pieces of galvanized ware. De Pasquale was born in Italy, has a wife and three children.



**Mr. De Pasquale gets an audition** as a clarinetist at Station WWVA. The program conducts auditions every Monday and has new applicants each week. Musical instrument companies report a large increase of sales in the Valley since *It's Wheeling Steel* began.



**The star of the show** is Sara Rehm, 19-year-old soprano soloist. Miss Rehm qualifies for the show because she works occasionally in the Wheeling office, stuffing envelopes, and has a cousin in the Yorkville Works. In the photograph at right she is waiting to sing.



**The show goes on the air.** *Variety* calls it "the capitalistic *Pins and Needles*" after the Broadway show of the Ladies Garment Workers' Union (*LIFE*, Dec. 27). Steelworkers seem to enjoy this company show as much as the garment workers enjoy their union show.



# Italian Renaissance paintings in America

LIFE HEREWITH PRESENTS CHOICE EXAMPLES OF THE ITALIAN

MASTERS FROM THE WIDENER AND MELLON COLLECTIONS

AS SECOND OF ITS SERIES ON PAINTING THROUGH THE AGES

Christopher Columbus undoubtedly never suspected it, but his discovery of America in 1492 was a most important factor in the development of Renaissance art in Europe. This extension of the Old World's frontiers to the New World put money into the hands of a new class of merchants and traders who quickly began to compete with the Church as patrons of art. In 15th Century Italy, commerce through money and credit had already superseded trade by barter, and this country was leading the rest of Europe in art as well as wealth.

As painters like Raphael and Michelangelo and Botticelli began to be subsidized by private individuals, they turned more and more from sacred to profane art. This movement reached its culmination in the frank paganism of the Venetians. Thus of the four examples shown in color on the following pages, one is

a lay portrait, another presents a lush, warm-blooded Madonna, another deals with a pagan myth, and another realistically depicts a bloody murder. None of these subjects would have been treated in this worldly way by Primitive painters (LIFE, Feb. 7).

Heroes of the day, the artists of the 15th and 16th Centuries reached a height both in popularity and in artistic achievement that has never been surpassed. Successful ones like Raphael lived like princes. Commissions for their works poured in so thick and fast that topnotchers like Titian and Raphael often merely provided the sketches and blocked out the figures for their paintings, leaving much of the actual brushwork and finishing to competent apprentices. Today, money from the New World which helped these artists to fame and fortune 400 years ago has brought some of the finest examples of their work to American collections.

## Raphael Sanzio

In his teens Raphael became apprenticed to Perugino. At 22 he left Perugia for Urbino, then went to Florence where his style became increasingly human. Commissioned in 1508 by Pope Julius II to decorate the Vatican, he entered a Roman period in which his Madonnas became graver and more noble. Raphael was sometimes approached on problems which in the light of his fame seem frivolous. The Duke of Ferrara consulted him as to the best cure for smoky chimneys. In 1516, the Medici Pope Leo X, Julius's successor, had Raphael paint a life-size portrait of an elephant which the King of Portugal had sent him. Raphael died in 1520, leaving an estate of \$150,000.



## Sandro Botticelli

Nicknamed Botticelli, or "Little Barrel," Alessandro di Mariano dei Filipepi was born in Florence in 1444 and at 14 was apprenticed to Fra Filippo Lippi. A first-rate draughtsman, he used well-known Florentine ladies as his models for nymphs and goddesses in allegorical pictures, once did a series of drawings to illustrate Dante. When the reformer Savonarola was burned at the stake in 1498, Botticelli by way of protest burned all the nudes in his studio and turned from lay to religious paintings. Nervous, high-strung, sickly from childhood, he lived to be 66, gave up painting in the last years of his life to devote himself to religious speculation.



## Titian

In Titian the grand manner of the Venetian School found its greatest exponent. Worldly as he was gifted, this high-living painter, created a count palatine by Charles V, executed commissions for him and the Dukes of Ferrara and Mantua, Pope Paul III and Philip II. He had Henry III of France to dinner in Venice. Because the Duke of Mantua could never resign himself to losing Titian's work, when he gave the latter's paintings to the Emperor or to favorites he often asked Titian to make copies—which accounts for such duplications as the various Danaë series. Born according to his own account in 1477, Titian was active at 99 when he died of the plague.



## Andrea Mantegna

At the precocious age of 10 Mantegna became the adopted son and pupil of Squarcione, a Paduan painter and scholar. At 17 Mantegna painted a Madonna for the Paduan Church of S. Sofia which excited wide admiration. In 1455, when he was 24, he broke with Squarcione, having married the daughter of the painter Jacopo Bellini the year before. Mantegna's work, like his features as shown in the bust at left, inclined toward the austere. Most of his life was spent in Mantua but in 1488 he went to Rome and did frescoes in the Vatican for Pope Innocent VIII. Moody and extravagant, he died heavily in debt in 1506.







## UMBRIAN SCHOOL: *A Raphael Madonna*

**R**aphael Sanzio was 22 when he painted this Madonna and Child in 1505. It is a perfect example of the Umbrian School of the Italian Renaissance. The two most important features of this school were the charm and tenderness of its figures and the attention given to landscape backgrounds. "As beautiful as a Raphael Madonna" has become a by-word of admiration for feminine loveliness. In working out the detailed background for this one, Raphael included at the right a convent near Urbino, the hilltown in Central Italy where he was born.

This masterpiece was bought in Florence about 1780 by Lord Cowper and is

known as the Small Cowper Madonna to distinguish it from the Large Cowper Madonna, sometimes called the Alba Madonna, for which Andrew W. Mellon paid the Soviet Government more than \$1,000,000. The Small Cowper Madonna passed into the Widener Collection in 1914.

From Urbino, Raphael went to Florence and then on to Rome where he died at 37 before finishing his last picture, the *Transfiguration* for the Vatican. Feminine by temperament, he made his paintings sweet and sentimental and, as a result, has become one of the most popular painters the world has ever known.





## NORTH ITALIAN:

*Mantegna*

This Old Testament scene by Andrea Mantegna shows Judith the red-haired Israelite widow just after she has decapitated Holofernes, King Nebuchadnezzar's chief general. The latter's right foot protrudes from the bed in his tent where he had easily persuaded guileful Judith to join him. This picture with its precision of line and wealth of detail typifies the North Italian School of the Renaissance. Mantegna mastered the newly discovered rules of perspective. As the 16th Century progressed the North Italian School became influenced by the Venetian School. Now in the Widener Collection, this painting is reproduced almost exact size. It once belonged to Charles I of England.

## VENETIAN:

*Titian*

In Titian's *Venus and Adonis* (right) the pagan, sensual note of the Venetian School has triumphed notably over the calm Christian atmosphere of the earlier Italian painters. In this great painting in the Widener Collection, Venus, against the background of a stormy sky, passionately seizes Adonis as he starts for the chase. Cupid, terrified, cowers at left. So popular was this theme that Titian painted no less than four versions of it. This one, last and best, was done in 1560 and was acquired from the Barbarigo Palace in Venice in the next century by Lord Bristol. Less pure than the Umbrian, less noble than the Florentine, Venetian painting appeals more to the senses than to the mind or heart.









## FLORENTINE SCHOOL: *A Botticelli Portrait*

**B**otticelli's *Portrait of a Young Man*, in the Mellon Collection in Washington which the late Secretary of the Treasury gave to the nation, is the work of a Florentine master who combined exact drawing with a poetic sense. Botticelli's women are world-famous for their nymph-like quality and his men, as shown here, share this quality. The identity of this melancholy young man is not known, but the limpid flexibility of his fingers indicates that he may have been a lute player. As carefully drawn and modeled as the face itself, the right hand

reveals as much character as the eyes, nose and mouth of this high-strung, intellectual sitter. Cover it up and the entire effect of the picture is astonishingly impaired. Because it claims also Leonardo da Vinci and Michelangelo, the Florentine School is probably the most widely known of the Renaissance. It owed its development to the generous patronage of the Medici family, several of whom Botticelli painted. Mr. Mellon bought this picture from Clarence Mackay. It once belonged to Baron Arthur de Schickler of Martinvest in France.



# THE GREAT MEDICI FAMILY OF FLORENCE FINANCED THE ITALIAN RENAISSANCE

In 1360 in Florence was born an ordinary middle-class baby who was named Giovanni di Bicci de' Medici. He became a merchant and banker, amassed an immense fortune, and founded a mighty family. In 1743 his family passed out of history forever with the death in Florence of the Electress Anna Maria Ludovica, his great-great-great-great-great-great-great-granddaughter.

During these 400 years the Medici gave the Roman Catholic Church two Popes and a dozen Cardinals. Medici descendants sat on the thrones of France, Spain, England and Germany. Medici millions were lavishly poured into the Italian Renaissance and, with the Catholic Church, these merchant princes did more than any other single group to bring this period of artistic blooming to its finest flower.

As a family, the Medici were as vain as they were rich. Their good works for art were largely enterprises of self-glorification. They helped to rebuild the ancient Church of San Lorenzo in Florence and then hired Michelangelo to do the sculpture for the family tombs which it contains. Fat Medici commissions went to such men as Fra Angelico, Fra Filippo Lippi, Ghirlandajo, Botticelli, Leonardo da Vinci, Raphael and Titian. Like most great men, the Medici had a passion for portraits of themselves. Artists like Botticelli would introduce Medici or Medici mistresses into their allegorical pictures in the guise of nymphs or onlookers. But regardless of motives these munificent patrons of Italian art left the world a collection of masterpieces in paint and stone without which the Renaissance would have lacked a great deal of the lustre that keeps it shining through the ages.



**The Pitti Palace** in Florence, begun in 1458 by a member of the then powerful Pitti family, was bought in 1549 by the Medici Duke Cosimo I and long occupied by the Medici

family. It is now a public museum. Because of the Medici's consistently good taste in art, its 500 masterpieces include some unsurpassed Raphaels, Lippis and Peruginos.

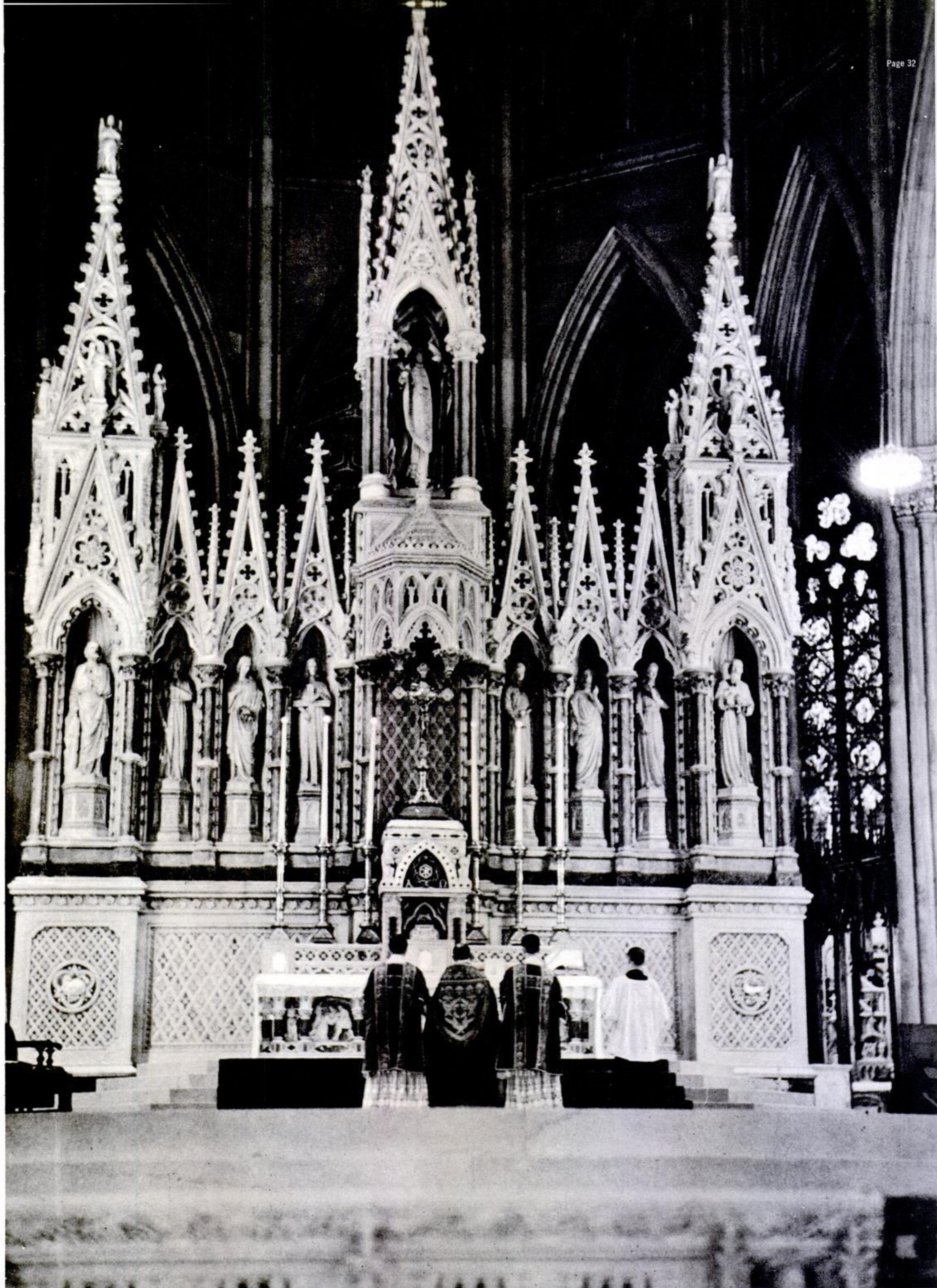


**Lorenzo the Magnificent** ruled Florence from 1469 until 1492. This poet-scholar-statesman spent some \$375,000 a year on books, patronized such great Renaissance artists as Michelangelo and Leonardo da Vinci. Like Lorenzo, few of the Medici were handsome.



**Pope Leo X** (centre), who was Lorenzo's son Giovanni, became a Cardinal at 14. In this painting by Raphael he is shown with his cousins Giulio at left and Cardinal Luigi Rossi at right. As Pope Clement VII, Giulio engaged Michelangelo to sculpt family monuments.





"Asperges me, Domine, hyssopo . . ."

"Thou shalt sprinkle me, O Lord, with hyssop and I shall be cleansed," intones the priest (*centre*) in Latin, as he sprinkles the altar, the clergy and the congrega-

tion with holy water. Thus, at the three-towered altar of St. Patrick's Cathedral in New York, preparation is made for the great Catholic rite of Solemn High Mass.



# A SOLEMN HIGH MASS IS CELEBRATED

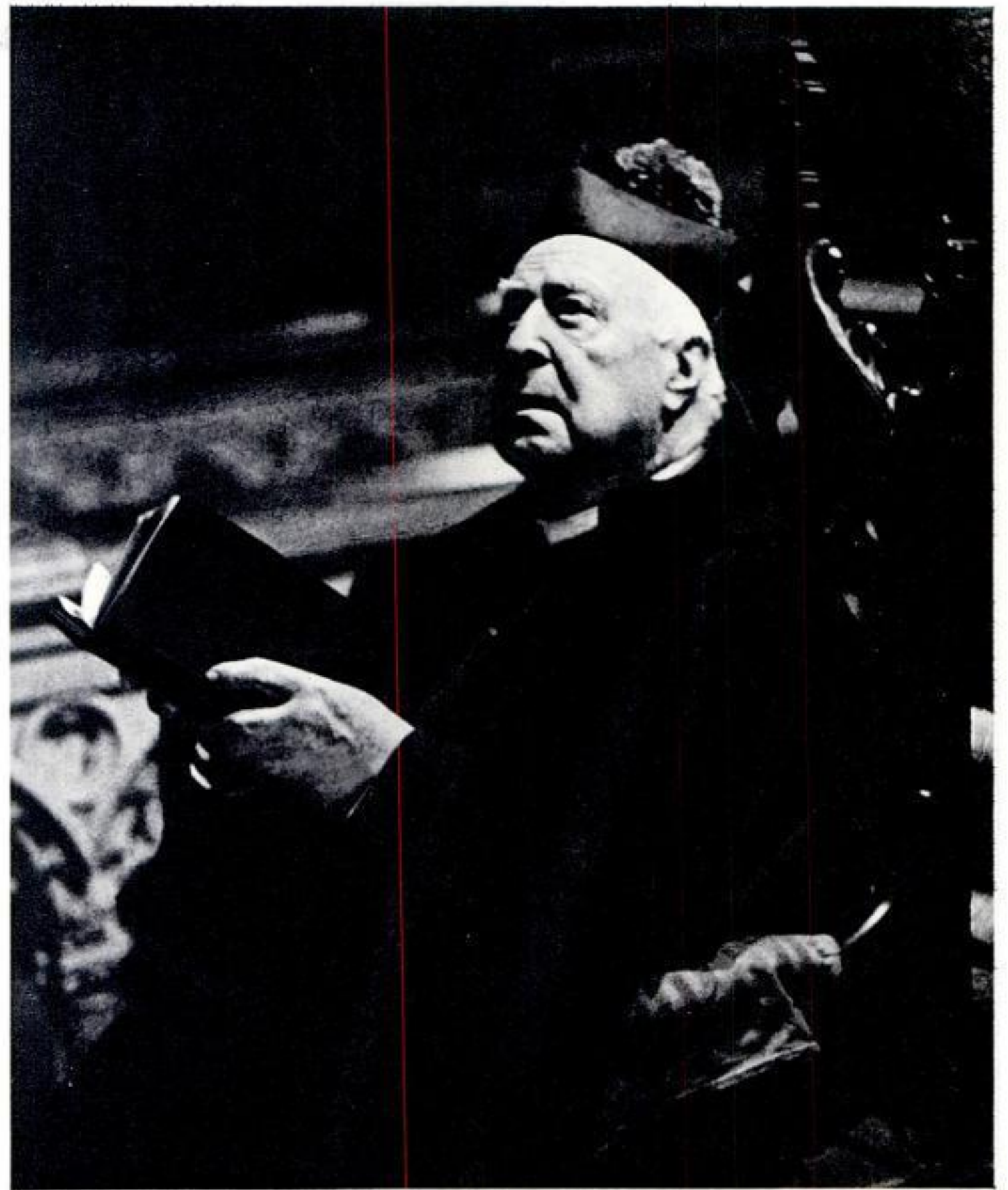
Catholic rite at St. Patrick's told in pictures

**A**t the Last Supper Jesus had already declared that one of His disciples would betray Him. Taking bread into His hands and then wine, He said to His twelve followers: "Take ye and eat, FOR THIS IS MY BODY. . . . Take ye and drink, FOR THIS IS MY BLOOD. As often as ye shall do this, ye shall do this in memory of me."

Of all the words that Jesus spoke, these are, to the Roman Catholic Church, the most meaningful. Around them has been built the grave and holy ritual of the Mass, which is the centre and focus of all Catholic belief and practice. Every minute of every day in one of the 140,000 Roman Catholic churches all over the world, a priest is enacting the unfailing mystery of the Mass. Pictured on these pages is a Solemn High Mass at St. Patrick's Cathedral in New York, photographed by Carl Mydans of LIFE's staff during an actual ceremony with the gracious approval of His Eminence Patrick Cardinal Hayes.

The Mass is essentially a sacrifice, re-enacting the Crucifixion of Christ. It is distinguished from the Lord's Supper of Protestant Churches by its sacrificial quality. According to the doctrine of Transubstantiation, the bread and wine become really the Body and Blood of Christ. Through all its rich ceremony, the Mass moves to the high and awful moment when the priest consecrates the wafer and the wine and offers Christ's Body and Blood for the salvation of the faithful.

Every day, Mass is celebrated at least once in every Catholic church. Every Sunday and on specified feast days, every Catholic must attend Mass. "Every Catholic" means one out of every six persons now alive on earth and more than 20,000,000 people in the U. S. alone. Thus the Mass, always the same everywhere, is the most universal of all the world's great religious dramas.



Rector of St. Patrick's and Vicar General of the Archdiocese of New York is Monsignor Michael J. Lavelle, who is 81. The years and his faith rest in stern beauty on his serene face.

ST. PATRICK'S CONGREGATION SITS IN THE VAULTED NAVE LOOKING TOWARD THE HIGH ALTAR WHERE THE DRAMA OF THE MASS IS BEING PERFORMED



CONTINUED ON NEXT PAGE



(continued)



I

## Vessels

THESE GOLD VESSELS WILL HOLD THE BODY AND THE BLOOD OF CHRIST: THE CIBORIUM (LEFT), THE WAFERS OF BREAD; THE CHALICE (CENTRE), THE WINE. AGAINST THE COVER OF THE PYX (RIGHT) RESTS THE LARGE WAFER, OR HOST



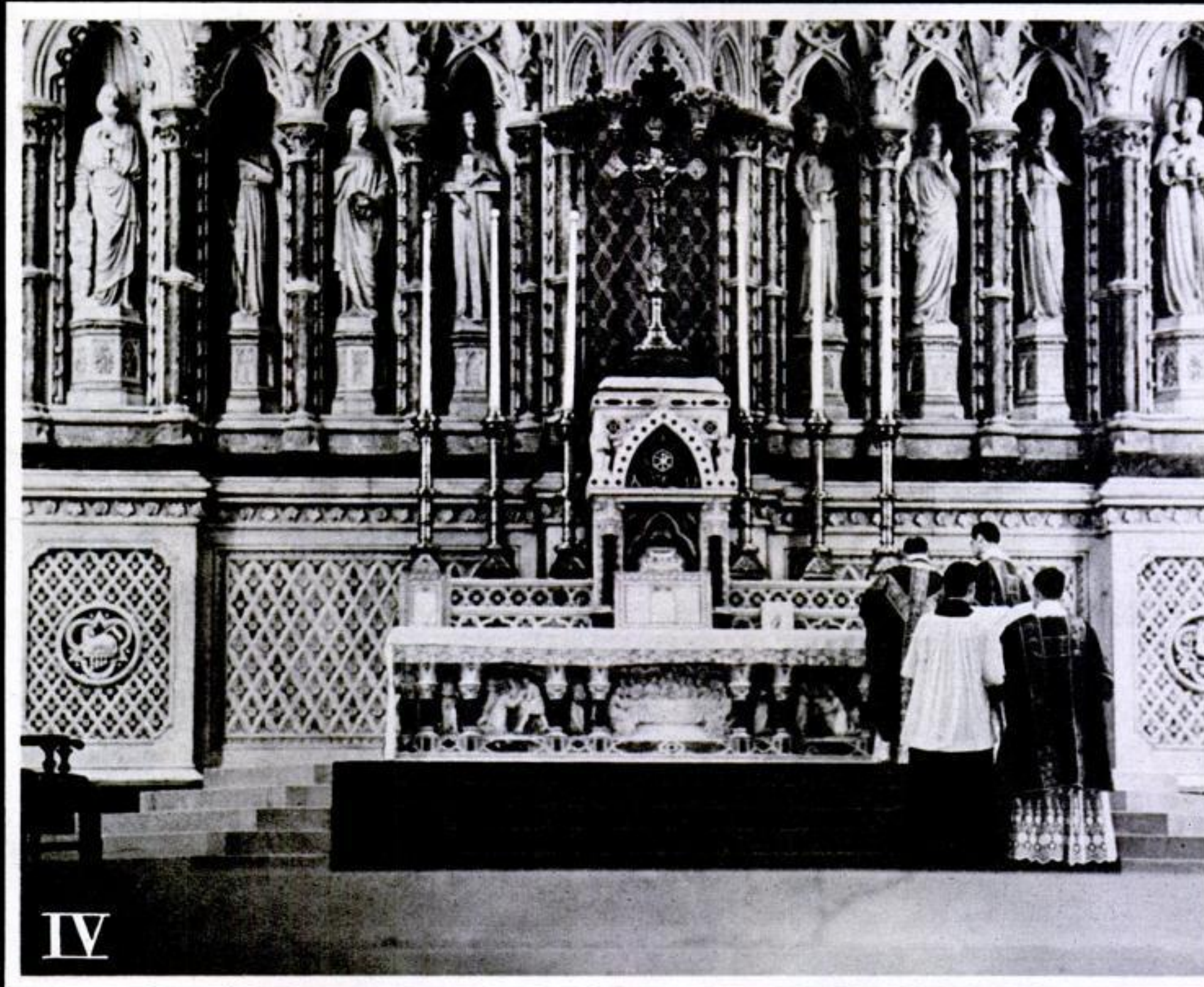
II

## Celebrant

THESE ARE THE MASS. FLANKED BY TWO ACOLYTES, THE CELEBRANT WALKS

## Epistle

THE GROUP GATHERS NOW AT THE LEFT END OR EPISTLE SIDE OF THE ALTAR WHERE A DEACON SINGS THE EPISTLE. MOST POPULAR READINGS ARE FROM ST. PAUL. THE WHITE-FROCKED FIGURE IS AN ACOYTE, AN UNORDAINED ASSISTANT



IV

## Gospel

THE CELEBRANT "CLEANSE MY EYES" A BURNING CO



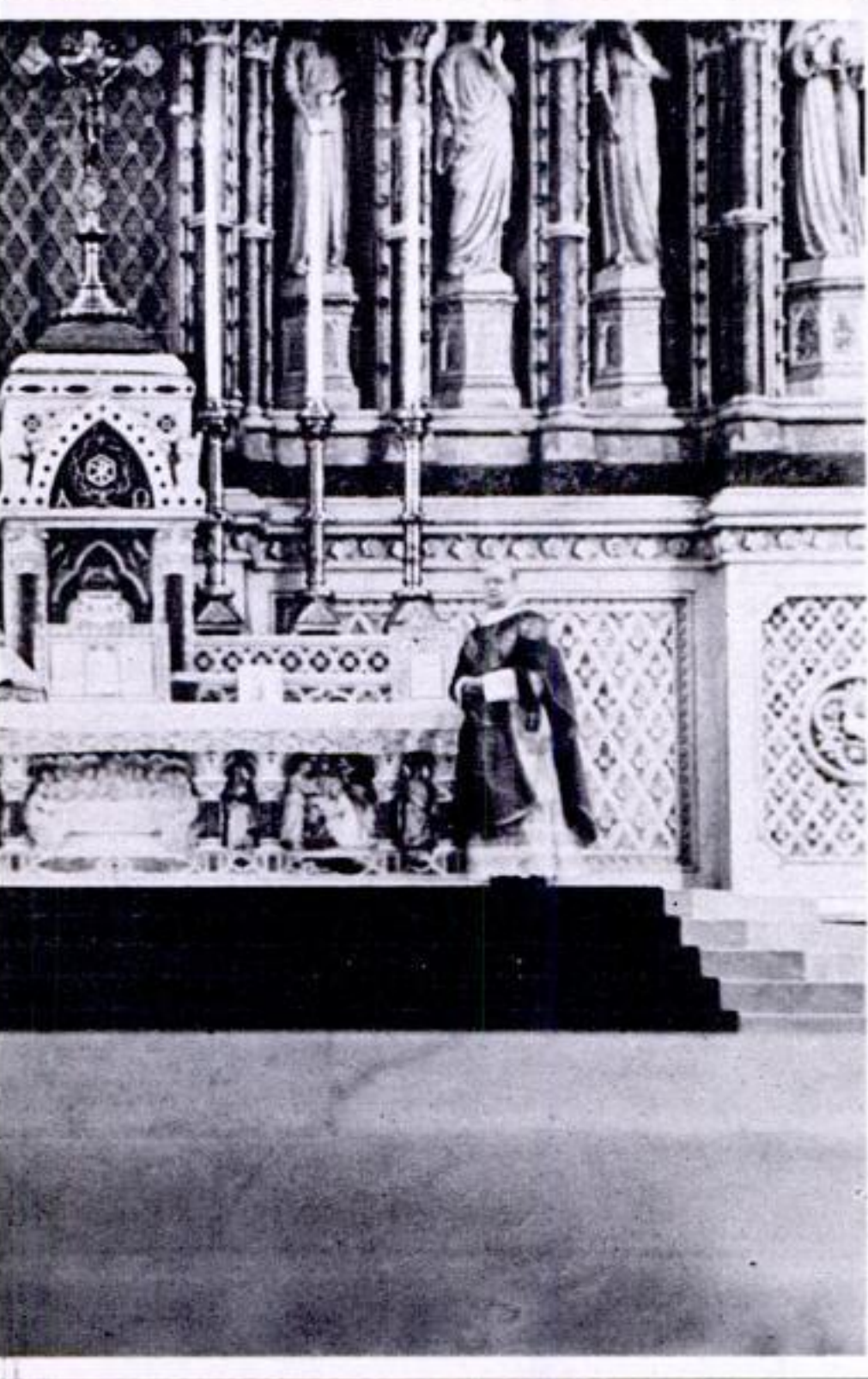
V





NCIPAL PARTICIPANTS IN THE DRAMA OF SOLEMN HIGH DEACON AND A SUBDEACON, THE CELEBRANT, WHO MUST BE A IE SACRISTY STEPS TO THE HIGH ALTAR OF THE CATHEDRAL

GHT) HAS READ THE GOSPEL. NOW THE DEACON PRAYS: AND MY LIPS, O ALMIGHTY GOD, WHO DIDST CLEANSE WITH IE LIPS OF THY PROPHET ISAIAH." HE SINGS THE GOSPEL



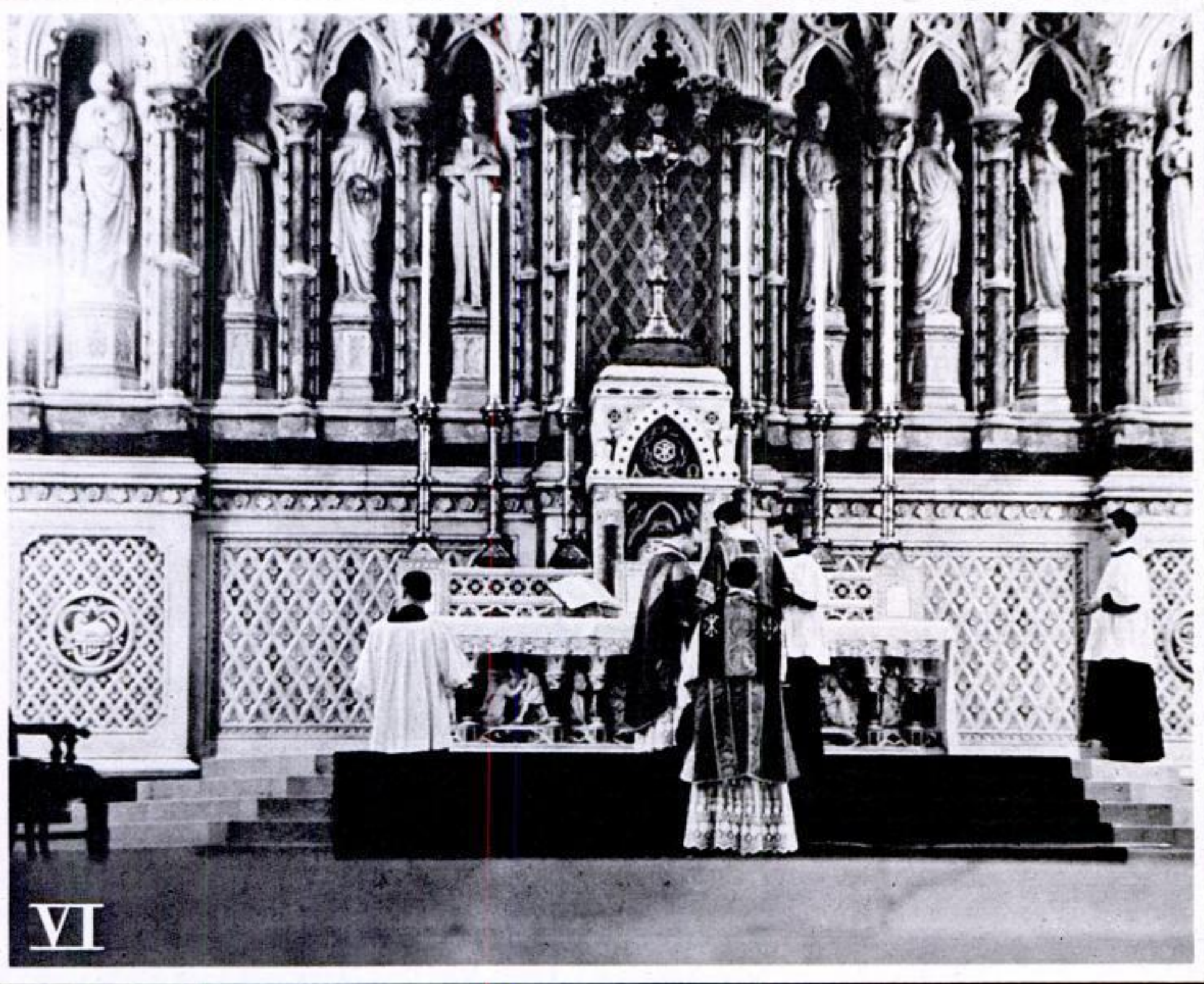
III

### Confiteor

"CONFITEOR DEO OMNIPOTENTI . . ." RECITE DEACONS AT FOOT OF ALTAR: "I CONFESS TO ALMIGHTY GOD. . ." THE CELEBRANT (CENTRE) RESPONDS: "MISEREATUR VESTRI OMNIPOTENS DEUS. . ."—"MAY ALMIGHTY GOD HAVE MERCY ON YOU. . ."

### Incensation

OVER HOT COALS IN THE THURIBLE, THE CELEBRANT SPRINKLES INCENSE, THEN SWINGS THE THURIBLE THREE TIMES IN THE SIGN OF THE CROSS OVER THE CHALICE, THEN TWICE IN A CIRCLE TO THE RIGHT AND ONCE IN A CIRCLE TO THE LEFT

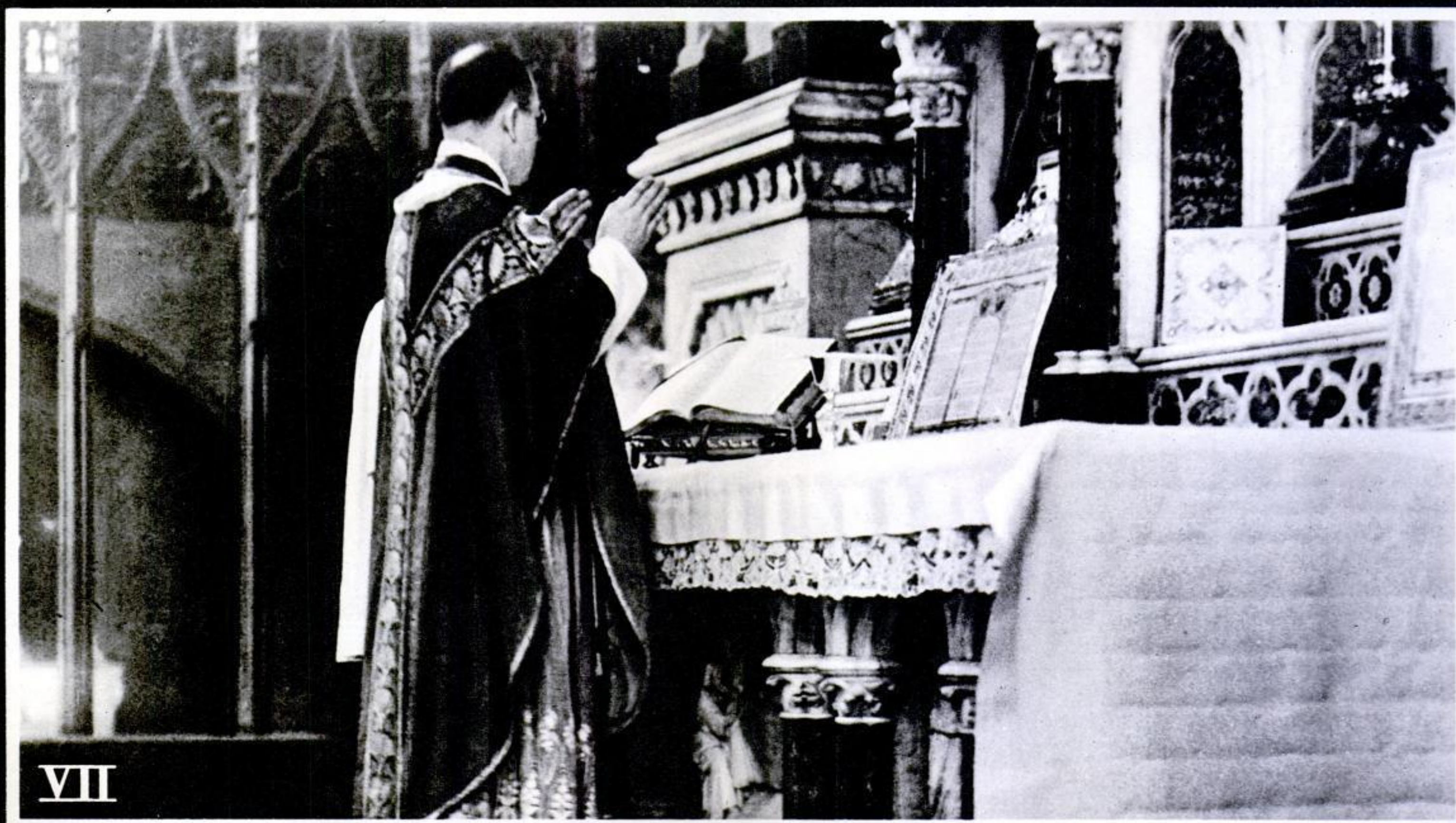


VI

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(continued)



VII

**Canon**

"TE IGITUR, CLEMENTISSIME PATER . . ." BEGINS THE CELEBRANT (ABOVE) IN HUSHED VOICE: "WE BEG THEE, MOST MERCIFUL FATHER . . . ACCEPT . . . THIS UNBLEMISHED SACRIFICE"

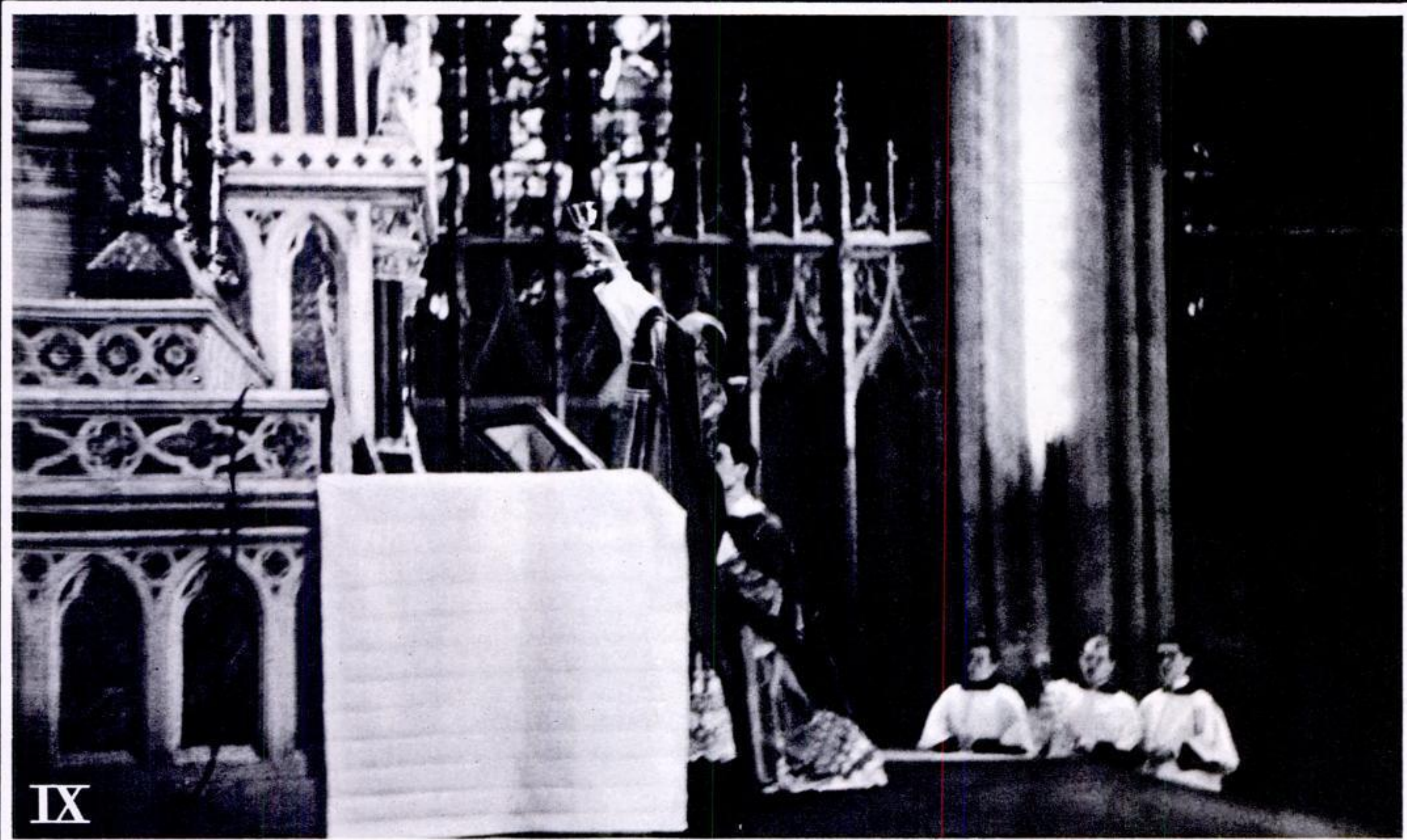
**Consecration**

THE CELEBRANT REPEATS CHRIST'S WORDS: "HOC EST ENIM CORPUS MEUM"—"FOR THIS IS MY BODY." IN THIS GRAVE MOMENT, THE HOST BECOMES THE BODY OF CHRIST



VIII



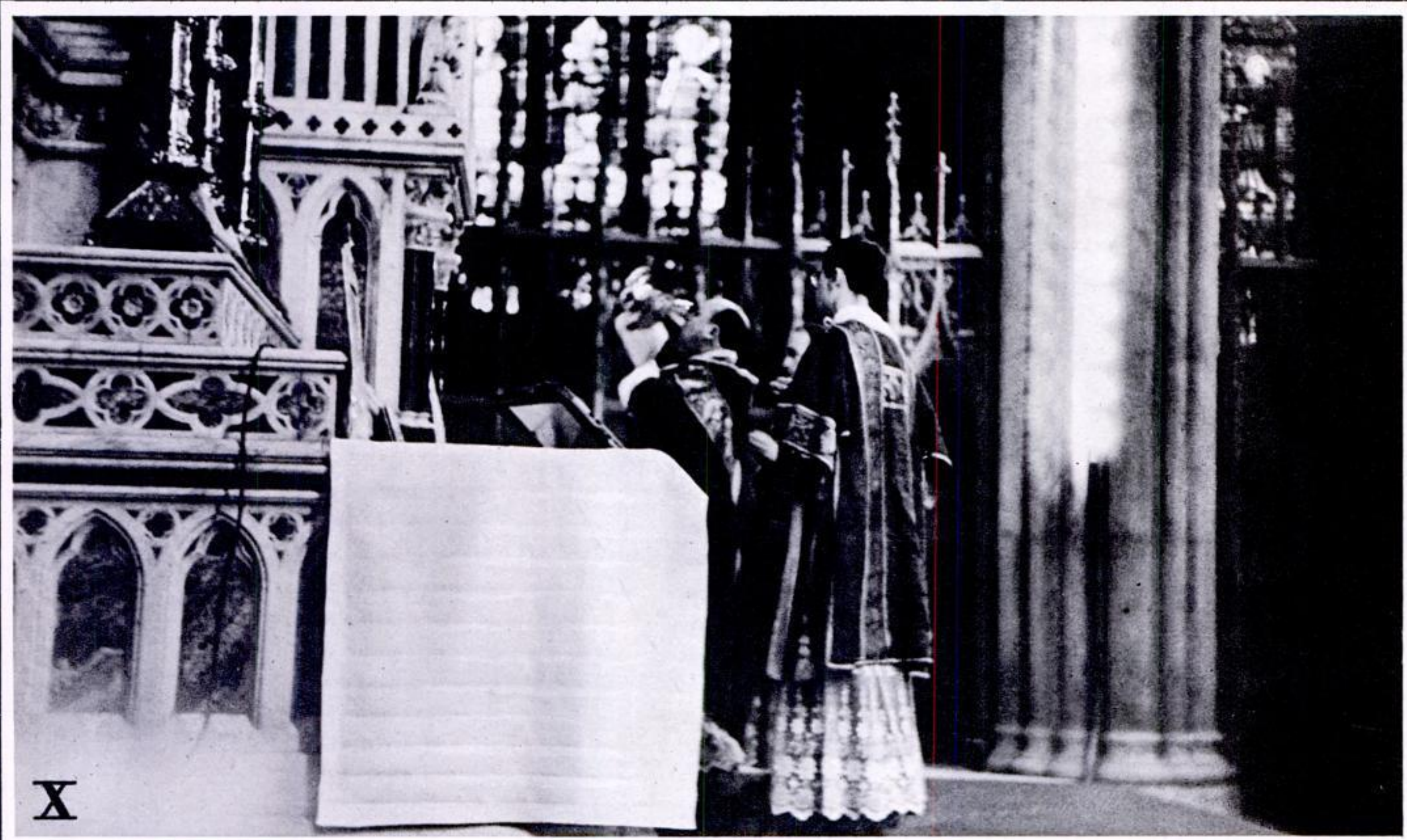


## Elevation

THE WINE, TOO, HAS BEEN CONSECRATED WITH "FOR THIS IS . . . MY BLOOD." AS BELLS PEAL OUT, THE CELEBRANT RAISES THE CHALICE HIGH SO ALL THE FAITHFUL MAY SEE

## Communion

THE CELEBRANT, HAVING BROKEN AND PARTAKEN OF THE HOST, COMPLETES THE COMMUNION BY EMPTYING THE CHALICE OF ITS WINE, WHICH IS THE BLOOD OF CHRIST



CONTINUED ON NEXT PAGE



## "Ite Missa Est" ends celebration of the Mass

The words of Christ at the Last Supper constituted the first Mass. Since then, the substance of the Mass has remained intact but its liturgy has grown. As Christianity spread, its ritual took on widely-varied forms. The Gothic imaginations of the Middle Ages dressed the Service in impressive, elaborate panoply. Finally, in the 16th Century, the Council of Trent codified the Latin Mass into its present rigid form.

Solemn High Mass, shown here, is usually celebrated in large churches and cathedrals, on Sundays and on feast days. Most Masses are the simpler Low Masses, which one unassisted priest performs. The Mass is, for the most part, chanted. Though the moving beauty of the rite has inspired the greatest musicians to compose for it, the Church finds the settings of Bach, Haydn and Mozart too long, too secular or too frivolous. It prefers the severer polyphony of Palestrina or the plainer music of the Gregorian chant.



The Mass has ended with: *Ite Missa est*—"Go, the Mass is finished." The celebrant bows to the altar (above), then turns to bestow the blessing of God the Father, the Son and the Holy Ghost: *Benedicat vos omnipotens Deus, Pater, et Filius, et Spiritus Sanctus*.



The Recessional: Led by choirboys, thurifers (swinging incense vessels), cross-bearer and acolytes, the ministers leave the altar. The drama has ended. Left, Father Sloane, in St. Patrick's pulpit, delivers the sermon which is not an integral part of the Mass.



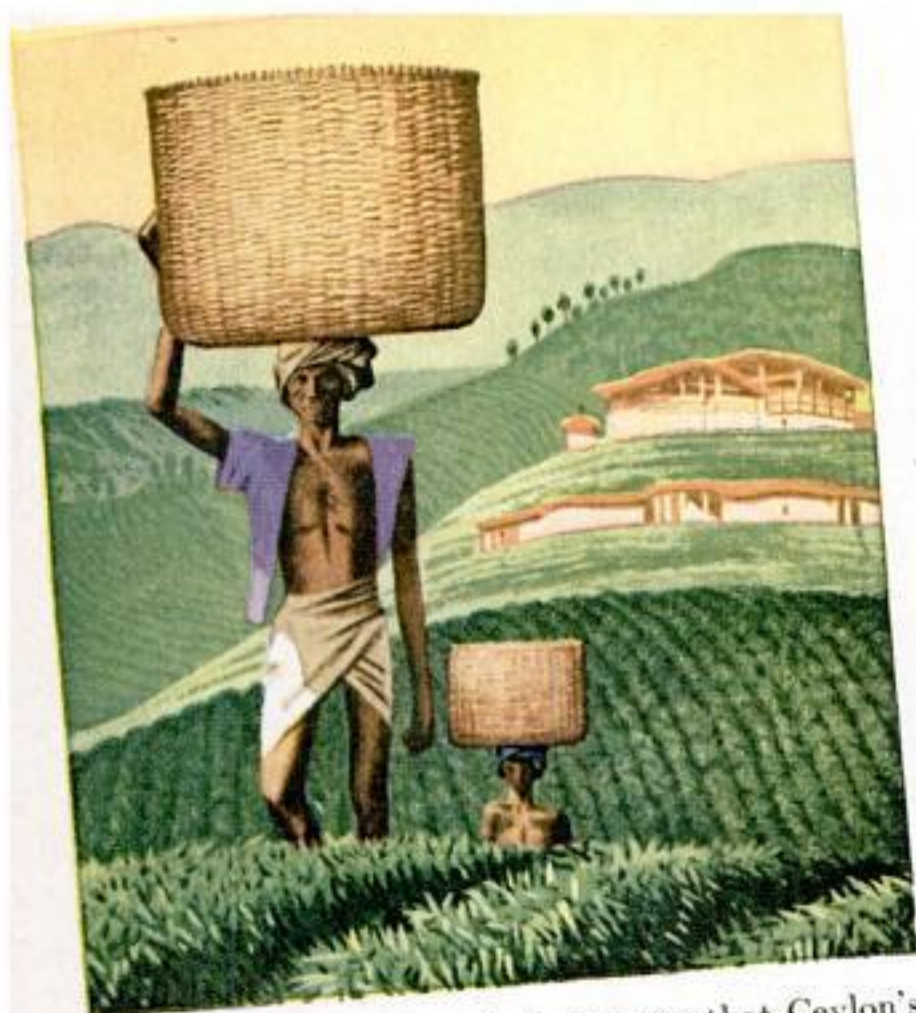


# How a cup of tea made an Irishman a Knight

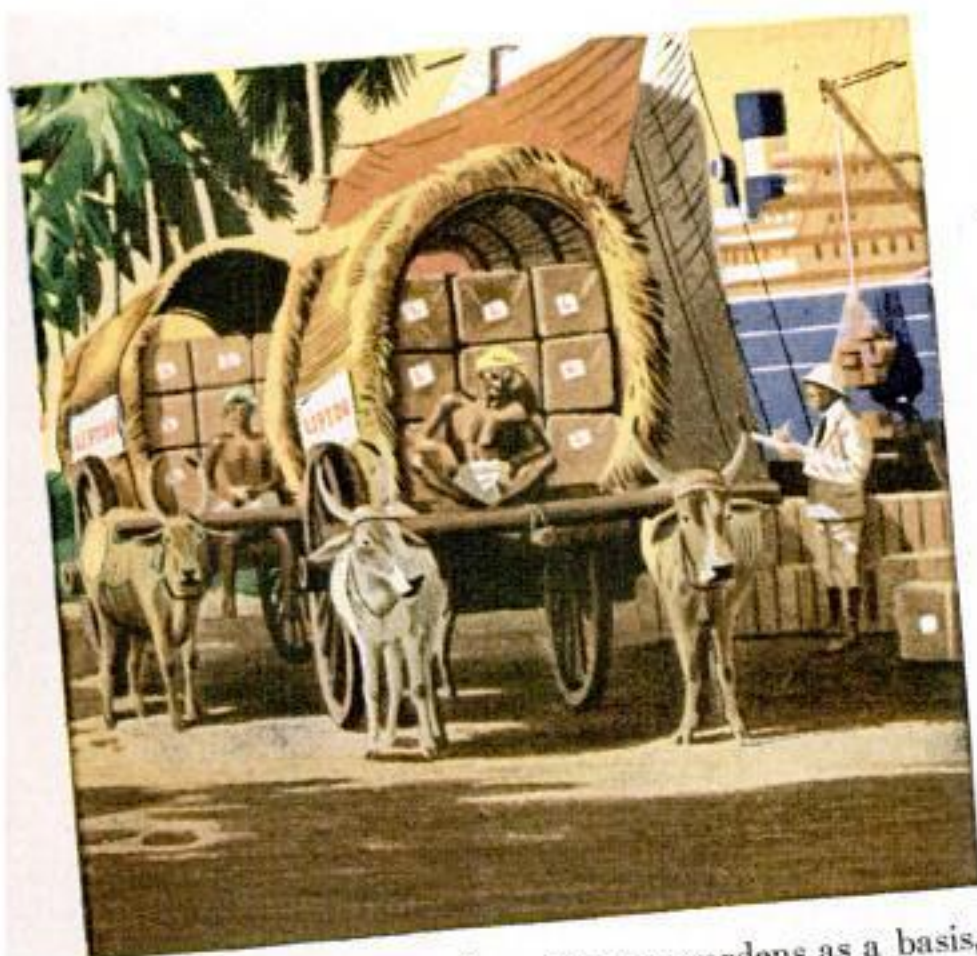


*THE STORY* of a tea so good that it "made an Irishman a knight" starts 70 years ago on the Island of Ceylon . . .

When young Thomas Lipton set out his first tea plants in Ceylon, there was little thought of honors in his mind. His ambition was to produce the world's finest tea—at a price that would permit everyone to enjoy it.



**1. Lipton was among** the first to see that Ceylon's rich soil and gentle climate could produce tea of superb flavor. And Ceylon proved to be one of the greatest tea-growing spots in the world . . . where fine tea ripens every day of every month of every year.



**2. With this fine tea** from his own gardens as a basis, Lipton blended to produce a flavor so delicate, so exquisite, that Lipton's Tea came to the attention of Royalty—and became the "By Appointment" tea to three Royal Families. A day arrived when knighthood was bestowed upon the grower.



## LIPTON'S TEA

**3. Eventually this tea** "worthy of a king's praise" became a favorite of the men and women of America—and of six other great tea-drinking countries. Around the world—from the lumber camps of Canada's north woods to the tea tables of Australia—it was praised as "the world's most delicious tea."



**4. And (good news!)** price is no barrier to your enjoyment of this grand tea. Anyone, *everyone*, can afford the best, because tea—even a tea as fine as Lipton's—costs less than any other beverage except water! Order a package of LIPTON'S TEA from your grocer today.



# AMERICA'S FOURMOST

YOU will look far before you find another foursome as distinguished as the four whiskies here presented.

They are as staunchly American as the clipper ship and the covered wagon, and their names have been famous for generations.

Each is straight whiskey and full 100 proof—supremely smooth and mellowly mature.

Each bears the green bottled in bond stamp of the U. S. Government, and no standards of supervision are more strict.

Each has a characteristic flavor all its own, but regardless of which one of the four you may choose, you have the assurance that no finer whiskies are distilled anywhere in the world.

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YOUR GUIDE TO



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MOUNT VERNON—delicate  
in flavor...the patrician  
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**OLD GRAND-DAD** — one of the finest bourbons that ever came out of Kentucky



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**OLD OVERHOLT**—128 years famous for its rich, robust rye taste



# SO NOW I'M FAMOUS AT THE CLUB FOR MY DELICIOUS CHOCOLATE CAKE!



I'LL ASK YOUNG MRS. GREEN TO MAKE CHOCOLATE CAKE FOR THE CLUB'S "OPEN DAY" REFRESHMENTS

BETTER ASK FOR SOMETHING ELSE. HER CHOCOLATE CAKE ISN'T VERY TASTY-- IF THE SAMPLE I HAD THERE FOR TEA IS A FAIR TEST!

I HEARD HER! AND I WISH I KNEW WHY MY CHOCOLATE CAKES NEVER TASTE REALLY RICH AND CHOCOLATY THE WAY I ALWAYS HOPE THEY'RE GOING TO!

MY DEAR! TO GET THE KIND OF CAKE YOU'RE TALKING ABOUT YOU HAVE TO USE BAKER'S CHOCOLATE. NOTHING ELSE EVER GIVES SUCH GORGEOUSLY RICH, REAL CHOCOLATE TASTE AND COLOR TO A CAKE, OR MAKES FROSTINGS SO SHINY-SMOOTH AND MOIST. BAKER'S CHOCOLATE IS EXTRA RICH

... thanks to a woman's catty remark

## "OPEN DAY"—AND A PROUD HOSTESS!

IT'S MARVELOUS, MRS. GREEN! WILL YOU TELL ME HOW TO MAKE IT?

I'LL GIVE YOU THE RECIPE. BUT LET ME TELL YOU THE MOST IMPORTANT THING IS TO BE SURE THE CHOCOLATE YOU USE IS BAKER'S CHOCOLATE!



## AMBASSADOR CHOCOLATE CAKE

(3 eggs)

2 cups sifted Swans Down Cake Flour  
1 teaspoon soda  
½ teaspoon salt  
1 cup butter or other shortening  
1½ cups brown sugar, firmly packed  
3 eggs, well beaten  
4 squares Baker's Unsweetened Chocolate, melted  
¾ cup water

Sift flour once, measure, add soda and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add eggs and beat well; then chocolate and blend. Add flour, alternately with water, a small amount at a time, beating after each addition until smooth. Bake in three greased 8-inch layer pans in moderate oven (350° F.) 20 to 25 minutes. Or bake in two greased deep 9-inch layer pans in moderate oven (350° F.) 30 minutes, or until done. Spread Seven Minute Frosting thinly between layers and on top and sides of cake. Pile remaining frosting an inch high on top of cake. Cool. Melt 2 additional squares Baker's Unsweetened Chocolate with 2 teaspoons butter. When frosting is set, pour chocolate mixture over cake, letting it run down on sides.

### SEVEN MINUTE FROSTING

Combine 2 egg whites, unbeaten, 1½ cups sugar, 5 tablespoons water, and 1½ teaspoons light corn syrup in top of double boiler, beating with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 7 minutes or until frosting will stand in peaks. Remove from boiling water; add 1 teaspoon vanilla and beat until thick enough to spread. (All measurements are level)



LOOK FOR THE "BAKER CHOCOLATE GIRL" on the package when you buy chocolate. It brings you America's finest, richest chocolate—the quality famous since 1780. Baker's Chocolate is a product of General Foods.

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ARE YOU MAKING THE MOST OF THE "LOW-PRICE SPECIALS" ON ME AT YOUR GROCER'S?



I'D BE FOOLISH NOT TO! I KNOW IT'S A BARGAIN WHEN I GET A "SPECIAL" ON BAKER'S—AMERICA'S FINEST COCOA! IT'S SO MUCH RICHER THAT IT TASTES MORE DELICIOUS AND GOES FARTHER, TOO!

## NEW, DIFFERENT CHOCOLATE CAKE AND DESSERT RECIPES!



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**Single file** these baby canvasbacks are picking their way from their nest to the water's edge of a

Saskatchewan lake. Even shyer than older birds, they are rarely caught so close by the camera.



**Gawky but attractive**, the baby canvasbacks rest on their way to a swim. Below is shown a float-

ing raft-nest of grebe eggs. A cousin of the loon, the grebe lets the noon sun help hatch its eggs.



## 4 OUT OF 5 DUCKS COME FROM CANADA

### Kansas girl goes 8,000 miles to photograph them

**C**onservation measures have in the past four years increased the American wild duck population by some 25%. The two major enemies of ducks—drought and the drainage of marshes for agricultural purposes—are gradually being offset by the establishing of waterfowl sanctuaries under Federal auspices. Practically everyone has seen wild duck in the fall, but comparatively few have had a chance to see the great breeding grounds in Canada toward which ducks and long Vs of geese are now winging their way from the south.

To get the best possible pictures of these shy ducks in their native habitat, Lorene Squire (*right*), who specializes in duck photography, traveled hundreds of miles from her native Kansas to the wild lake country of Manitoba and Saskatchewan. In these Canadian provinces where breed many of the ducks shot by U. S. hunters, she took the engaging pictures shown herewith.

Weighing about three pounds, ducks are the fastest, the keenest-eyed and wariest of all American game birds. Shy in migration, they are even more difficult to approach when breeding. A 1932 graduate of Kansas University, where she majored in dramatics, Miss Squire took up shooting ducks with a camera ten years ago because she couldn't shoot them with a gun. To get the astonishingly intimate pictures you see here, she braved dust storms and heavy rains, was frightened only when a wood mouse ran over her hand. All these pictures were taken 10 or 20 feet from her quarry.



PHOTOGRAPHER SQUIRE

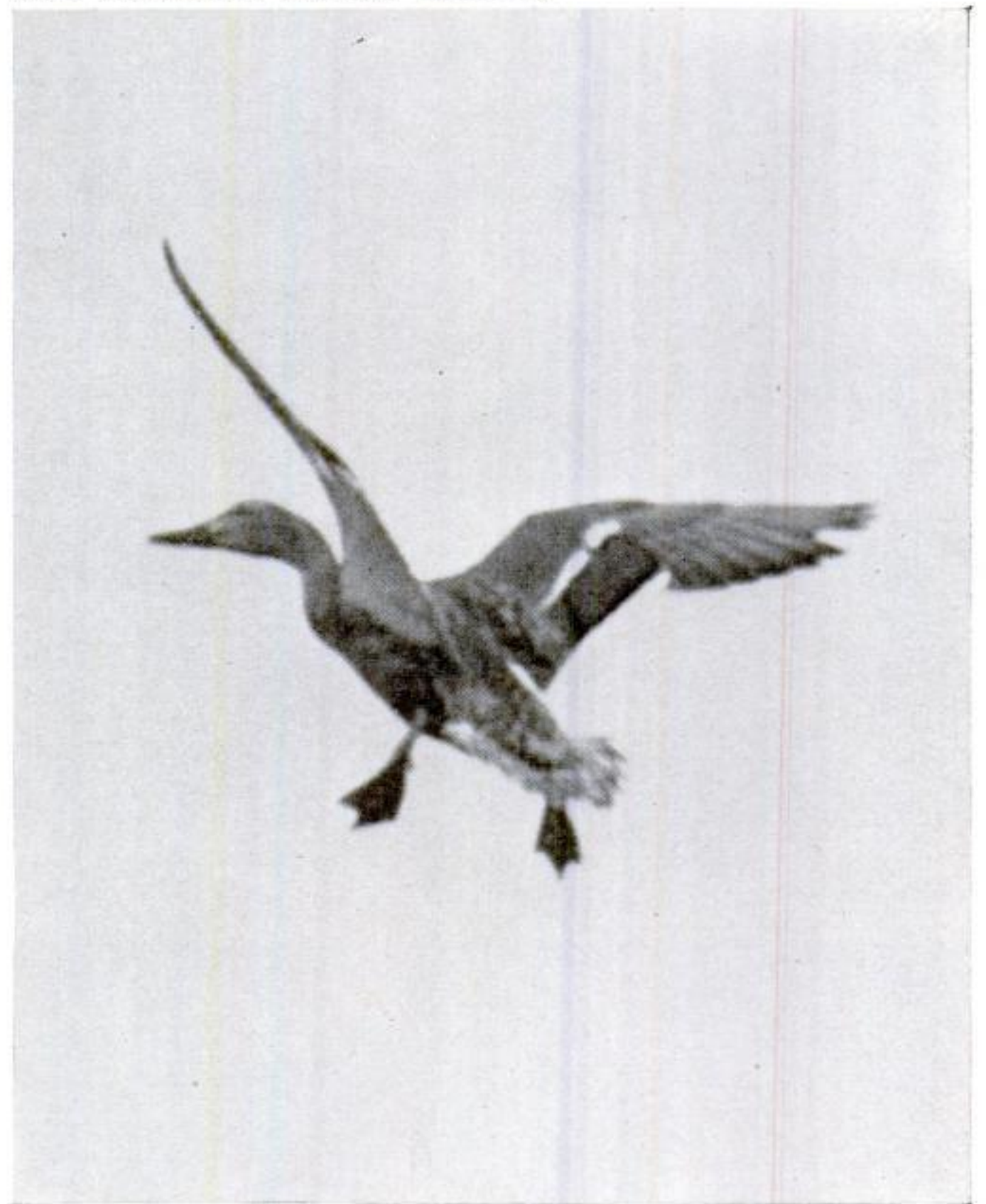


**A blue-winged teal** on Saskatchewan's Lake Athabaska is cannily swimming around in order to take the photographer's attention away from her brood. These alarmists of the marshes will raise a terrific row in order to distract enemies from their young. Mallard mothers, the bravest of all, when their nesting ponds dry up, will lead their offspring across a mile or more of dry land to reach water again.

CONTINUED ON NEXT PAGE



## Wild Ducks in Canada (continued)



A mallard like this one shown just taking off can easily fly 85 to 100 miles a day at an average speed of 30 to 40 miles per hour. Ducks fly with a swimming rather than with a rowing motion, bringing the wings forward not back. In the water their webbed feet are as fast and strong as the propeller of a powerful motorboat.



A mallard alighting on the water looks like this one which Miss Squire caught on Lake Athabaska. Note how it uses its wings and feet as brakes in order to modify the shock of its landing after flying at high speed. A duck's legs dangle only in landing and in take-offs, are held back streamline fashion when flying.



## \$50,000 A DAY FOR TAXES

● Taxes on companies in the Associated System amount to \$18,191,860 a year or to \$49,841 a day—holidays included.

Gigantic as is this total, it is not so alarming as the rate at which the tax burden is increasing. For the 12 months ended October 31, 1937, the increase over the previous 12 months was 28.6%. In the past 5 years taxes on companies now in the System increased 77%.

Utilities wish to contribute their share to the cost of gov-

ernment. But when taxes on utilities become excessive, the industry's credit is impaired, and it is unable to attract all the funds necessary for new construction. As a result, service to customers may suffer.

### TAXES INCREASE 77%

1932 . . . . .	\$10,242,037
1933 . . . . .	11,244,392
1934 . . . . .	13,052,284
1935 . . . . .	13,865,221
1936 . . . . .	15,250,813
1937* . . . . .	18,191,860

\* 12 months ended Oct. 31.



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**Costs Much Less  
Than You'd Expect for  
A Whisky So Fine!**



A superb combination of Kentucky richness and 90 proof mildness. Truly a whisky to delight the most critical—yet very little, if any, more in price than you usually pay.

BROWN-FORMAN DISTILLERY CO.,  
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**EARLY TIMES** KENTUCKY STRAIGHT  
BOURBON WHISKY

A BROWN-FORMAN QUALITY PRODUCT



# FOR A WEEK-END DRIVE OR A TRIP TO MARKET

## Distilled Oil

KEEPS YOUR ENGINE CLEAN AND PREVENTS WEAR



View of Mt. Washington from Pinkham Notch Road, New Hampshire



As soon as your engine turns over, the importance of your oil becomes tremendous, whether you're just going to market or whether you're motoring across the state.

Because then, the stamina of the oil you use can add thousands of miles of smooth motoring to the life of your engine—or it can steal thousands away.

Ordinary oils can break down at normal driving speeds. And the residue they then leave of tar, sludge, bits of hard

carbon, is extremely injurious. It can cause serious wear.

Havoline leaves no such residue. *It's Distilled.*

Havoline keeps your engine clean. It is waxfree and tarfree. It does not form hard carbon. It reduces engine wear—saves costly repair bills.

Fill up with Havoline today. A modern oil for modern motors. It's the choice of millions who look for quality. On sale at Texaco Dealers throughout the 48 states.



SCIENTIFICALLY, Havoline differs from other premium-priced, widely-known paraffin-base oils in that it is not a mixture of residual cylinder stocks and lower viscosity oils, but is wholly distilled in all grades.

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LIKE RARE OLD WINES, IT'S EXTRA DRY

**CLICQUOT CLUB**



Americans have made it the best loved ginger ale in the past fifty years. That slowly achieved flavor-balance, that sparkling purity, and thorough carbonation—these are the secrets of its long success. You may buy cheaper ginger ales, but there's only one taste like Clicquot's.

**TRY CLICQUOT CLUB SODA • YOU CAN TASTE ITS NATURAL PURITY**

**THE Robin** A brilliant combination of the best style features of the year • • Distinctive silk band of exclusive design • Reinforced, shape-retaining brim edge • "Swansback" moisture-repellent finish.

Ask for the Portis Robin . . . **\$3.95**  
Other Portis Hats, \$5 and \$7

*Hand Fashioned*  
**HATS by PORTIS**

**PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO**

## MUSSOLINI KISSES HIS BEST SOLDIER

Marshal Graziani comes home from Ethiopia



The embrace shown above is historic and heartfelt. For 18 months Marshal Graziani, now Marchese di Neghelli, has been Viceroy of Mussolini's new conquest, Ethiopia. A year ago, while he was reviewing a celebration in Addis Ababa over the birth of a son to Italy's Crown Prince Umberto, unpacified Ethiopians rained grenades at him, wounding him in 160 places. "Madonna santissima!" he cried. "They've killed me!" Today he shows but one scar, on his right cheek.

Last November Mussolini told Graziani he must come home, that Italy needed its best soldier now in Italy. Graziani protested that Ethiopia was still in the early stages of conquest. But Mussolini named a new Viceroy, Crown Prince Umberto's second cousin, the Duke of Aosta. Last month Graziani sailed from Africa but he was still so ill that he stopped off in Sicily to get in shape for the embrace he got Feb. 26 when he stepped from the train at Rome's Terminal Station.

Probably Graziani's military peer is Marshal Badoglio, chief of staff of the Italian Army, but Badoglio is not an ardent Fascist. Graziani would fight wholeheartedly for Mussolini any time, anywhere. His family motto is "An enemy forgiven is more dangerous than a thousand foes."

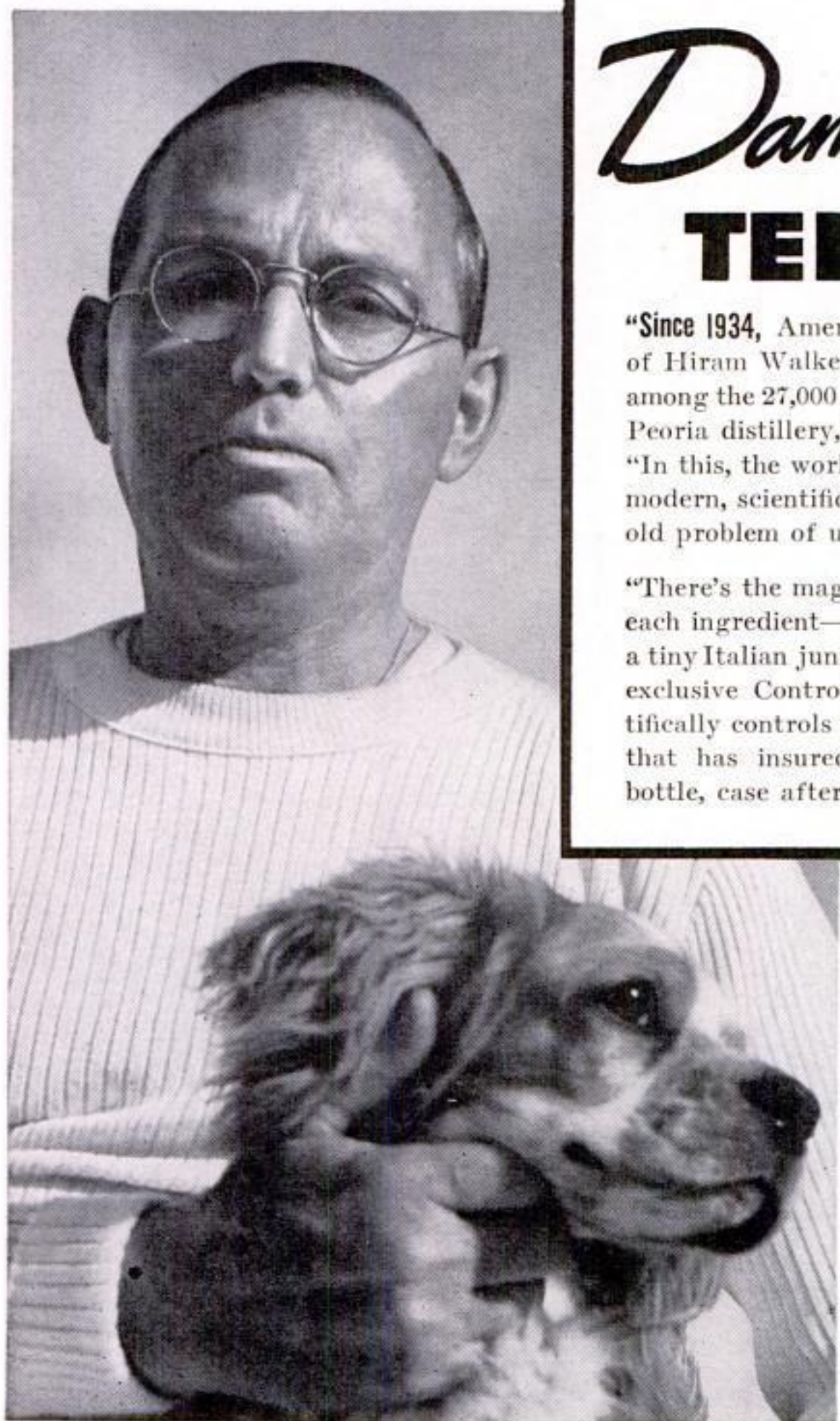


# AMERICA BUYS MORE HIRAM WALKER GINS THAN ANY OTHER KIND

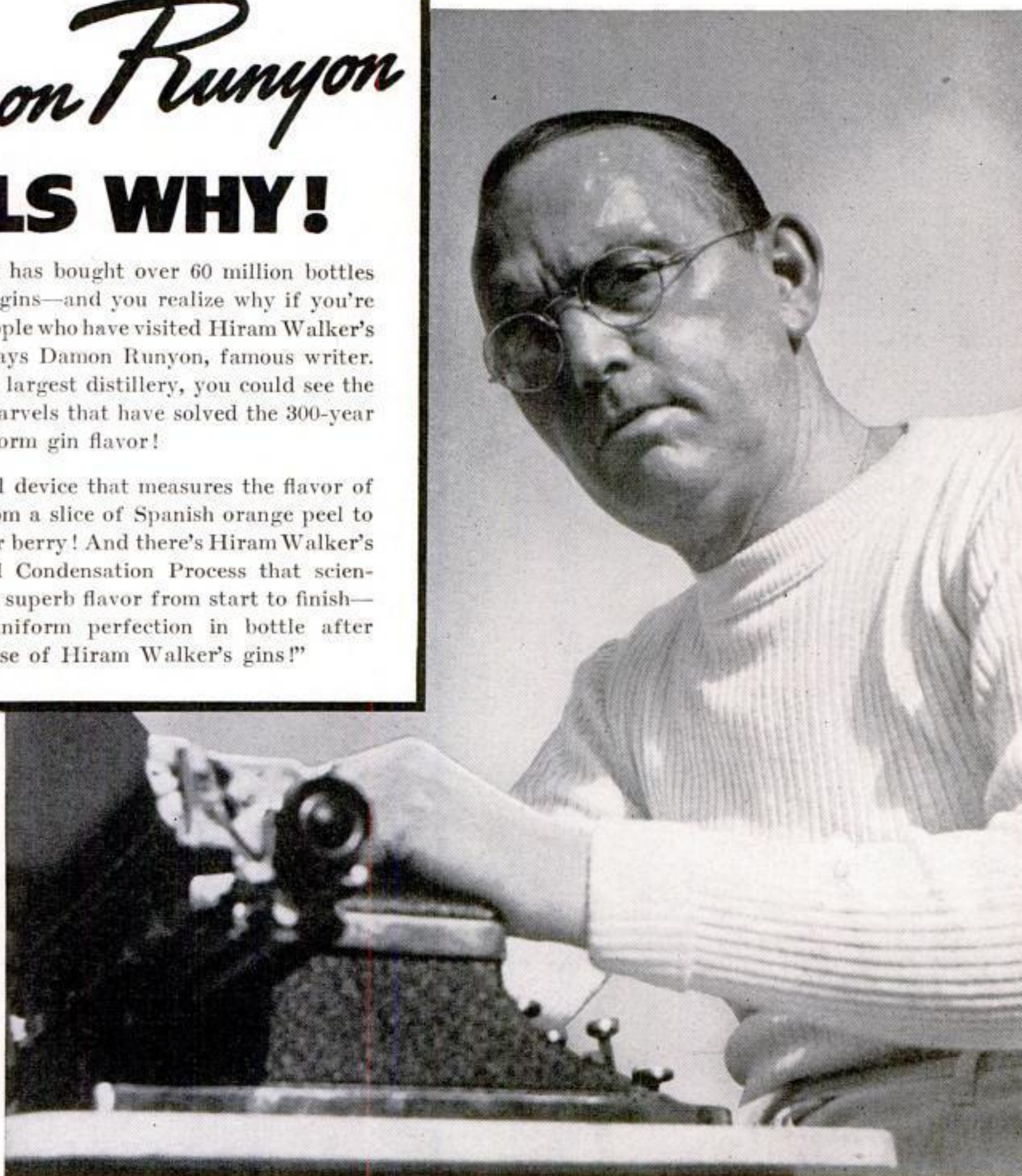
## Damon Runyon TELLS WHY!

"Since 1934, America has bought over 60 million bottles of Hiram Walker's gins—and you realize why if you're among the 27,000 people who have visited Hiram Walker's Peoria distillery," says Damon Runyon, famous writer. "In this, the world's largest distillery, you could see the modern, scientific marvels that have solved the 300-year old problem of uniform gin flavor!"

"There's the magical device that measures the flavor of each ingredient—from a slice of Spanish orange peel to a tiny Italian juniper berry! And there's Hiram Walker's exclusive Controlled Condensation Process that scientifically controls the superb flavor from start to finish—that has insured uniform perfection in bottle after bottle, case after case of Hiram Walker's gins!"



"Just as expert breeding produces fine dogs, so does Hiram Walker's controlled distillation of fine ingredients produce fine gins," says Mr. Runyon, photographed here with one of his many blue-ribbon winning dogs.



"Spain... China... Morocco... why a whole book could be written about Hiram Walker's world-wide search for fine gin-flavoring ingredients. No wonder Hiram Walker's gins are America's best-sellers!" exclaims Damon Runyon, shown working at his typewriter in his beautiful home on Hibiscus Island, near Miami, Florida.



"In tall drinks or Martinis, it's the flavor of the gin that counts—that's why I always use Hiram Walker's!" says Gordon Reed to Bruce Jose, his fellow bartender at one of Miami Beach's most popular clubs.



Hiram Walker's Distilled London Dry Gin. Distilled from grain. 90 proof.

Five O'Clock Cocktail London Dry Gin. Distilled from grain. 85 proof. A Hiram Walker product.

White Swan Distilled Dry Gin. Distilled from grain. 85 proof. A Hiram Walker product.

Hiram Walker & Sons Inc., Peoria, Ill. Distilleries at Peoria; Walkerville, Ont.; Glasgow, Scotland



# THE WAR BETWEEN THE SEXES REACHES A NEW PITCH IN THE SPRING MOVIES



**Gary Cooper** spans **Claudette Colbert** in their new picture, *Bluebeard's Eighth Wife* (Paramount). The outbreak

of fights between men and women in the current movies reflects a new theory of feminine taste in Hollywood. The

theory is that women enjoy seeing other women mauled, so long as the mauling is good-natured and not too violent.



**Even the English** have entered the mixed free-for-all. In *Sailing Along*, Jessie Matthews, the British musical-comedy star, wrestles Barry Mackay in her London drawing room. They are fighting for possession of a beer bottle which Miss Matthews had hurled at Mackay.



**The champions** of the current season are Wayne Morris and Priscilla Lane of Warner Bros. Miss Lane is here shown heaving a book at Mr. Morris in *Love, Honor and Behave*. It catches him in a grin. For another round of the same fight, see the opposite page.





The pictures on these two pages are all taken from current movies. They reveal a new and widespread outbreak of the War Between the Sexes.

Only once before, in 1931-32, has this war been fought on the screen with such spirit. Before that time the movies had proceeded on the theory that it was all right for a woman to slap or kick a man but that the violent laying on of hands by men was ungallant and bad box office. Mixed violence flourished only in the two-reel comedies. In 1931, therefore, when James

Cagney hit Mae Clarke in the eye with a grapefruit, the gasps were heard in movie houses around the world. The Cagney-Edward G. Robinson cycle of woman-mauling brought some cheers from men but general disapproval from women, whose tastes inexorably rule the screen. The movies retreated and for five years the ladies of the cinema basked in the sun of male gallantry.

The first outbreak of new hostilities between men and women appeared last autumn in *Nothing Sacred*. Carole Lombard was punched and kicked with rare gusto (see above), but it was all done in the name of love. The producers in Hollywood listened for sounds of feminine protest but heard only an approving purr. Concluding that women dislike brutality but enjoy a good-natured scuffle, the industry set its handsomest heroes to beating up its loveliest ladies. The public is expected to approve because in each case the scrapping couples are in love. But the stars themselves are nursing a prize crop of bumps, bruises, black eyes, swollen jaws and smarting bottoms.



**How to Win a Wife** is demonstrated by Fighters Morris and Lane in another new picture, *Men Are Such Fools*. Morris' method of proposal is to throw his beloved into a swimming pool, duck her until she says yes, then pull her up by the hair and kiss her.



WAYNE MORRIS MAKES A FLYING TACKLE AT PRISCILLA LANE



MISS LANE GETS ON TOP, PUMMELS MORRIS WITH HER RIGHT



SHE GETS A STRANGLE-HOLD. MORRIS (BELOW) TRIES TO BREAK IT



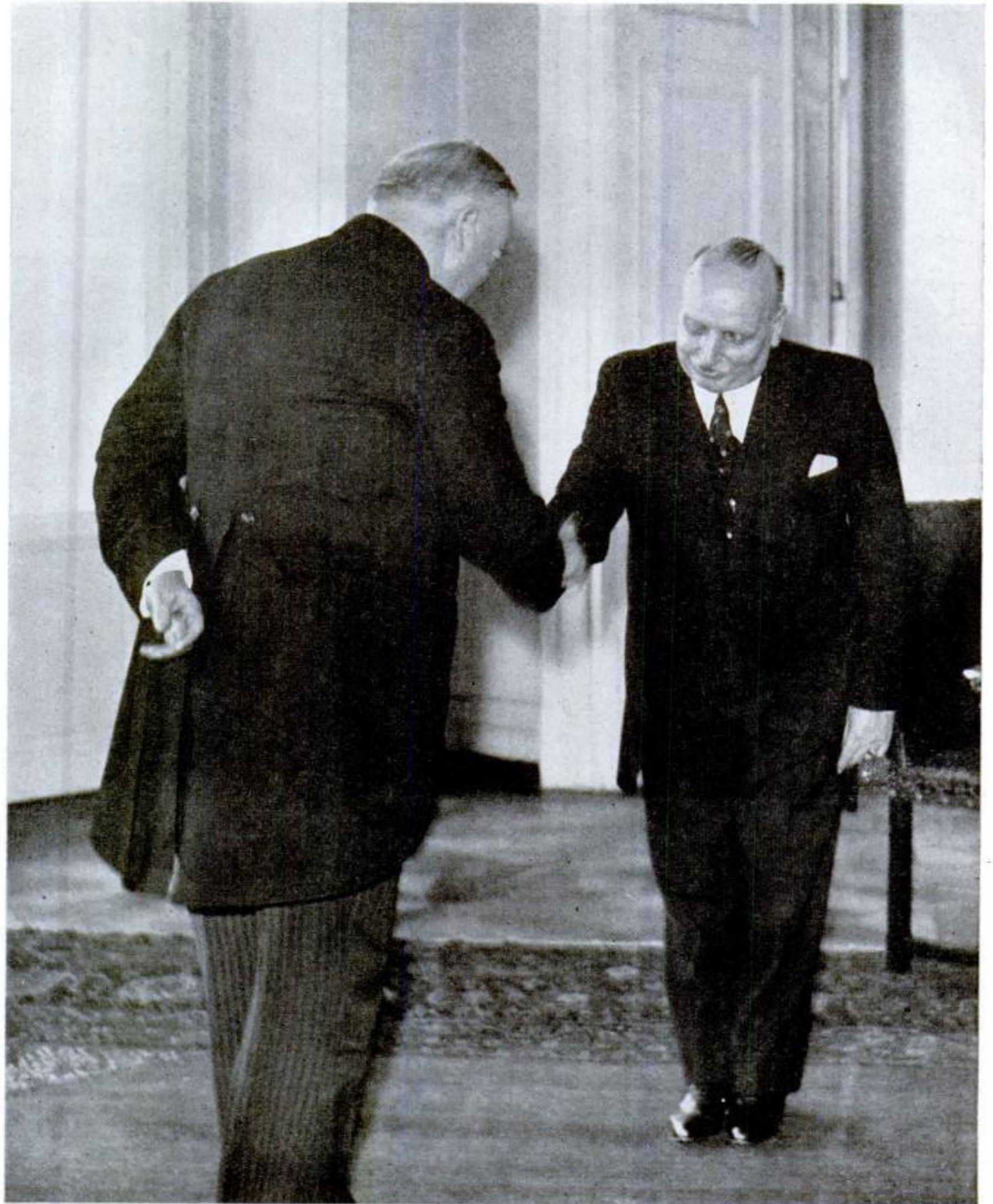


# PEOPLE

The Cameras of the Press, throughout the world, now put these people in the news



**Mrs. Mary Walczak, 45,** sends one down the middle in the Tenth Women's Bowling Classic which opened in Chicago March 5. Having bowled only two years, Mrs. Walczak showed creditable form.



**Herbert Hoover,** touring Europe's political capitals, was received by President Wilhelm Miklas of Austria in Vienna on March 2. Six days later he was re-

ceived by Führer Hitler in Berlin. Four days later in Warsaw he heard his erstwhile host Hitler had moved in on his erstwhile host Miklas (see p. 52).



**Four ex-Follies girls** whom the late Florenz Ziegfeld once glorified in his famed Broadway revues, appeared with their children at a reunion of Zieg-

feld alumnae in Chicago on March 5 and demonstrated that the garb of motherhood was as attractive to them as the spangled splendor of the stage.





**Donald Lawler** startled Detroit medical circles March 6 by entering this world with a reported weight of 19 lb. His father, laid off by the Ford Motor Co. before Christmas, was promptly recalled to work.



**Duke of Genoa and Countess Maria Luisa di R. caldone** were married in Turin Feb. 28. The Duke is a cousin of King Victor Emmanuel. LIFE prints their picture at request of the Italian Royal Family.



**Six Kennedys** sailed March 9 to join U. S. Ambassador Joseph P. Kennedy in London, perhaps to visit King George who has expressed interest in the nu-

merous Kennedy offspring. Four more Kennedys will sail in the spring. Mused Mrs. Kennedy on housing: "I don't suppose any place would be big enough."



**Lord and Lady Baldwin of Bewdley**, vacationing on the French Riviera, perused with mingled feelings various critical opinions of the Earl's preface to a

posthumous work of Sir James M. Barrie. In London his literary effort was termed "perfect in form and matter;" in New York, a "cute, cute piece."



## THE CAMERA OVERSEAS: CHANCELLOR SCHUSCHNIGG QUITS, AUSTRIA GOES NAZI AND HITLER



DR. ARTHUR SEYSS-INQUART, CHANCELLOR OF AUSTRIA, IS KNOWN AS "THE MAN WITH HITLER'S CONFIDENCE"

**F**irst Nazi Chancellor of Austria is Arthur Seyss-Inquart (*above*) who, as soon as he took his job March 11, by threatened force of arms, asked the German Army to come in and help him keep order. The German Army obliged. This, the neatest political trick of the year, enabled Nazi Germany to swallow Austria with technical legality.

Seyss-Inquart is a typical Austrian bureaucrat.

He was born in what is now Czechoslovakia 46 years ago. His father was principal of a Czechoslovak secondary school. The younger Seyss-Inquart fought for Austria in the War in the crack Tyrolean Imperial Rangers, was wounded and decorated.

An unsuccessful lawyer in Vienna, he joined in 1923 with the Austrian Socialists in a pro-German league, at a time when Germany was Socialist. The

Socialists quit the league when Germany went Nazi in 1933, but Seyss-Inquart stayed in and went Nazi too. He headed what was actually the conservative wing of the Austrian Nazis. He is tall, taciturn, stubborn, pious and a close friend of Kurt von Schuschnigg whom he displaced as Chancellor. His brother, a monarchist priest, was once father-confessor to ex-Empress Zita of the Austro-Hungarian Empire.



## FOLLOWS THE GERMAN ARMY INTO HIS NATIVE LAND

Austrians and Germans have the same racial origins, the same language. That was why no suicidal Austrian patriots fired a shot heard 'round the world on the German divisions slogging into Austria March 12. That was why Adolf Hitler's mere threat of force overthrew the intelligent resistance of free Austria's last Chancellor, Kurt von Schuschnigg.

From the day (Feb. 16) that Hitler forced Schuschnigg to take Nazi Seyss-Inquart (*opposite*) into his Cabinet, Schuschnigg talked steadily to his Austrians (*see right*). Presently he took Hitler's word, "self-determination," and twisted it into a plebiscite that would undoubtedly have resulted in an overwhelming vote for a non-Nazi Austria. To hysterical Hitler, this was the most malevolent betrayal.

This time, unchecked by conservative generals or diplomats, Hitler mobilized his army on the border March 11 and demanded "within three hours" a wholly Nazi Austria. On the deadline Schuschnigg quit and Seyss-Inquart took his place. The German Army rolled across the border and the swastika rose with the sun over Austria, as in the bootleg postcard (*below*). And Adolf Hitler followed his troops into the land of his birth for a great Nazi triumph.



Under the crutch-cross of the Fatherland Front and the Habsburg double-eagle of Austria, Chancellor Schuschnigg made a speech in the Vienna Parliament Feb. 24 wiggling half-free of Hitler. Foreground, bust of late Dollfuss.

**Dress rehearsal** for Germany's march into Austria was held in Berlin March 1, "German Air Force Day," by Air Force Chief Göring, an hour after he got his new Field

Marshal's baton from Hitler. Just behind him, left and right, are new Army Chiefs Keitel and von Brauchitsch. The strange object in right foreground—yoke, horses' tails,

bells, star and eagle—is an archaic *schellenbaum*, carried at the head of military bands. Said Göring later: "The German Air Force is not an instrument for peace parades."





## THE CAMERA OVERSEAS: NINETEEN DROWN AS AUSTRALIAN LAUNCH CAPSIZES NEAR U. S. CRUISER

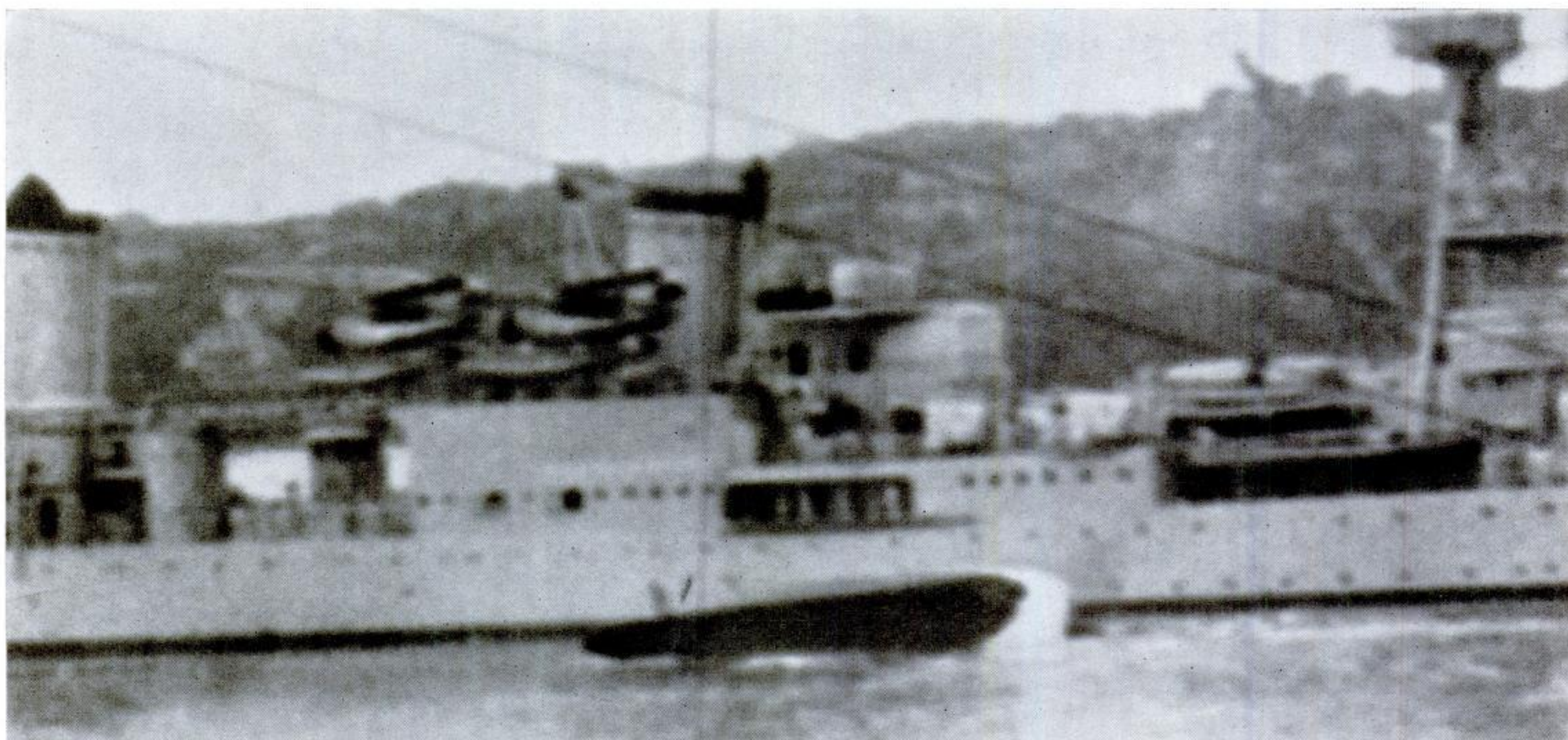


The girls of Sydney, Australia, were sad on Feb. 13 to see the U. S. Cruiser *Louisville* steam out of the harbor after helping the city celebrate its 150th birthday (LIFE, March 7). To wave good-bye until the last possible minute, some 120 girls and a few men paid 25¢ to follow the *Louisville* down the harbor on a 60-ft. double-decked launch named *Rodney* (left). Most of the girls were young and attractive.

Opposite Bradley's Head in Sydney Harbor, the *Rodney's* owner and master rounded the stern of the slowly moving *Louisville* as a bugle dismissed the cruiser's crew from parade stations. Sailors rushed to the rails to wave to their girls. The girls on the *Rodney* all rushed to one rail to wave back. The slight wash of the *Louisville* caught the top-heavy *Rodney*. Slowly the launch rolled over, dumping its passengers into the summer waters of the harbor. Two *Louisville* officers and four men dived in without taking off their caps. The crew lowered two motorboats and four whalers. Before the rescue was over, 19 of the *Rodney's* passengers had drowned.

Girls of Sydney were laughing and waving on the harbor boat *Rodney*, dangerously overloading the top deck, leaving

the cabin deck nearly empty. A few minutes after this picture was taken, the *Rodney* heeled over, drowning 19.



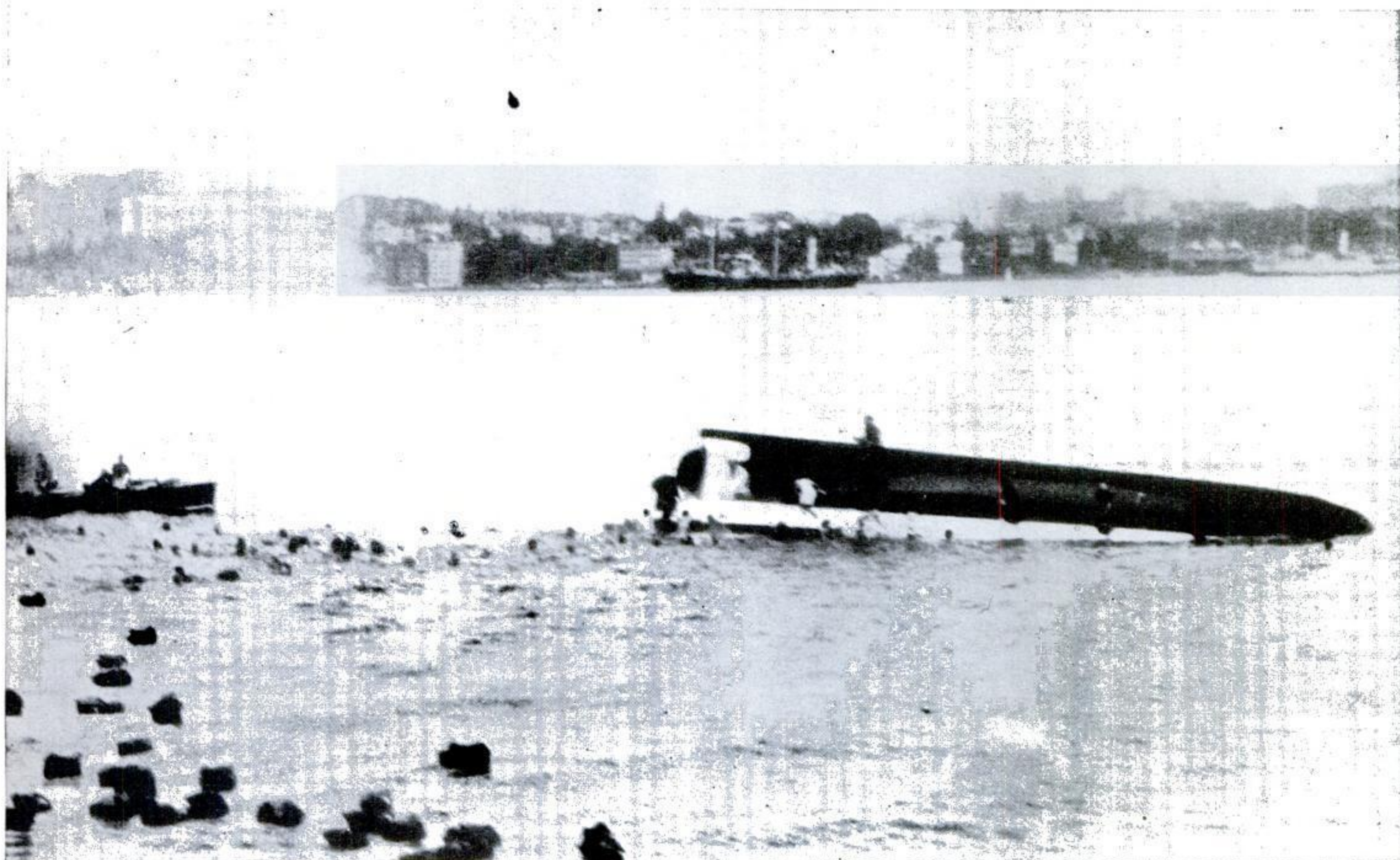
The moment of capsizing (above) was caught by a photographer on shore. The *Rodney* had just come around the

*Louisville*, was about amidships. A few seconds later the picture below was taken. The water is already littered with

life buoys and sailors from the *Louisville*. Note that the launch in foreground has not yet noticed the disaster.







A sink of death was the cluttered water around the *Rodney*, crowded with the drowning and 150 of the *Louis-*

*ville's* life buoys shot over in the first minute. A man sits on the boat's keel. A girl clutches its side. The propeller

is still whirling. Below, police and ambulance officers use artificial respiration on several half-drowned survivors.





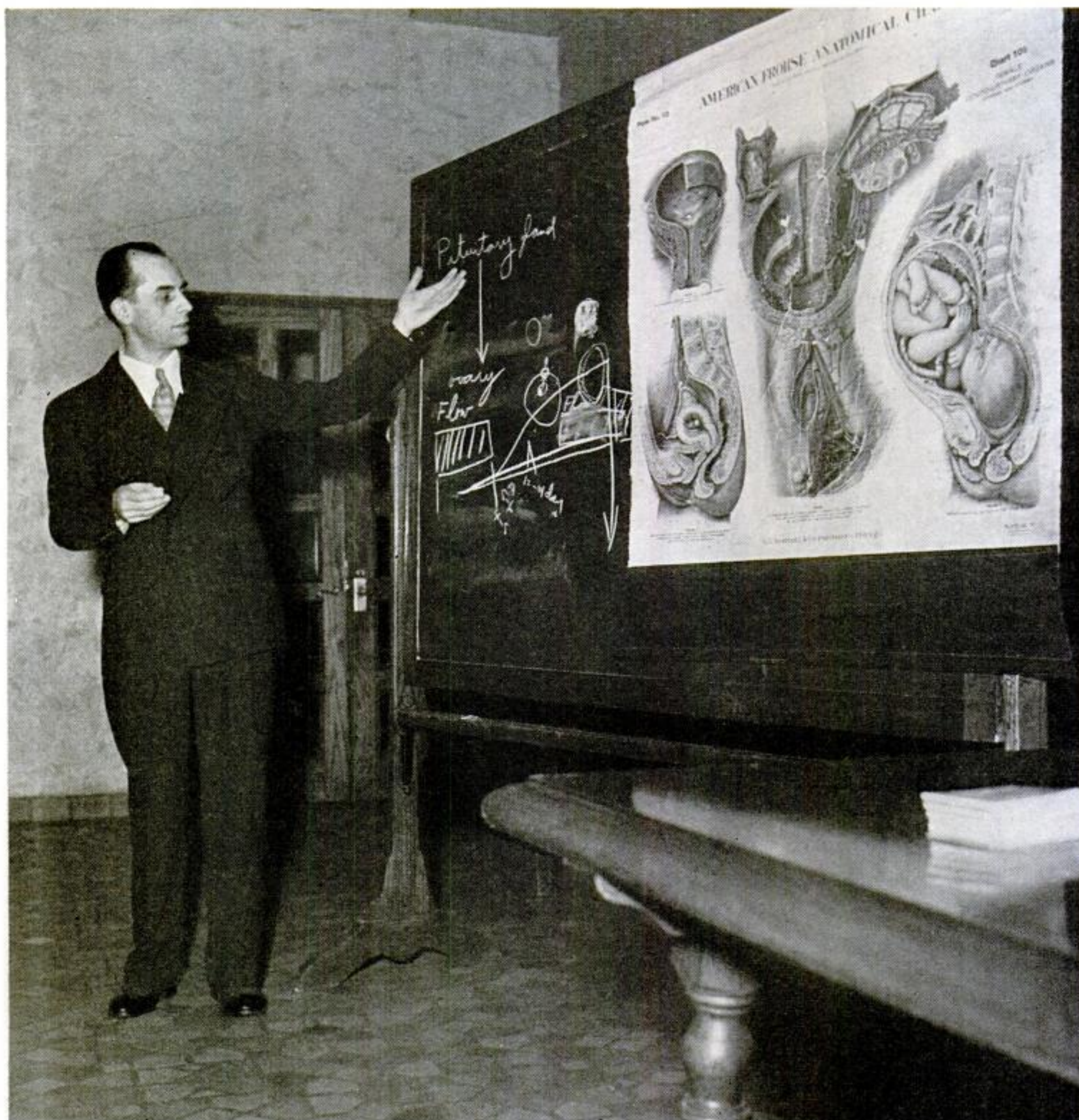
# DETROIT MINISTER'S MARRIAGE CLINIC ANSWERS QUERY: "SHOULD THEY MARRY?"

## Rector warns of pitfalls of wedlock

On the cover of this issue you see Robert Cannell and Dorothy Frances Stark playing badminton at the Western Y.M.C.A. in Detroit. They are in love but not yet formally engaged. An hour ago they were attending a lecture on marriage. Like thousands of young men and women elsewhere, they are asking themselves this grave question: "Should we get married?" They don't doubt each other's affection and they are not even dismayed by the U. S. divorce total of over 200,000 a year, for emotional factors are never affected by statistics. The only thing that makes them stop to think is the experience of two out of ten married friends who a few years ago were wed in a shower of glory, love, and rice, and now are divorced, separated or miserable.

In the past ten years American youth has come to the sudden realization that a happy marriage is not the result of pure and boundless love but of an intricate combination of financial, emotional, physical and social elements. To explain these complex factors, more than a hundred colleges (from Vassar's course by Dr. Joseph Kirk Folsom to Univ. of Iowa's lectures by Dr. Moses Jung) and a thousand churches have started courses on marriage which give frank expositions of all the phases of love from petting to birth control. One of these shown here, is the Modern Marriage Clinic organized by the Rev. Gilbert Appelhof Jr. (lower left), rector of St. Thomas' Episcopal Church on Detroit's West Side.

Mr. Appelhof's aim is to cut the mounting divorce rate by providing expert guidance to those contemplating marriage, and counsel to those already married. The course is held twice a week for three weeks, has an average attendance of 100 to 150 men and women. The lecturers are doctors, social workers and budget experts. Complementing these are private consultations given by the Rev. Appelhof and his staff.

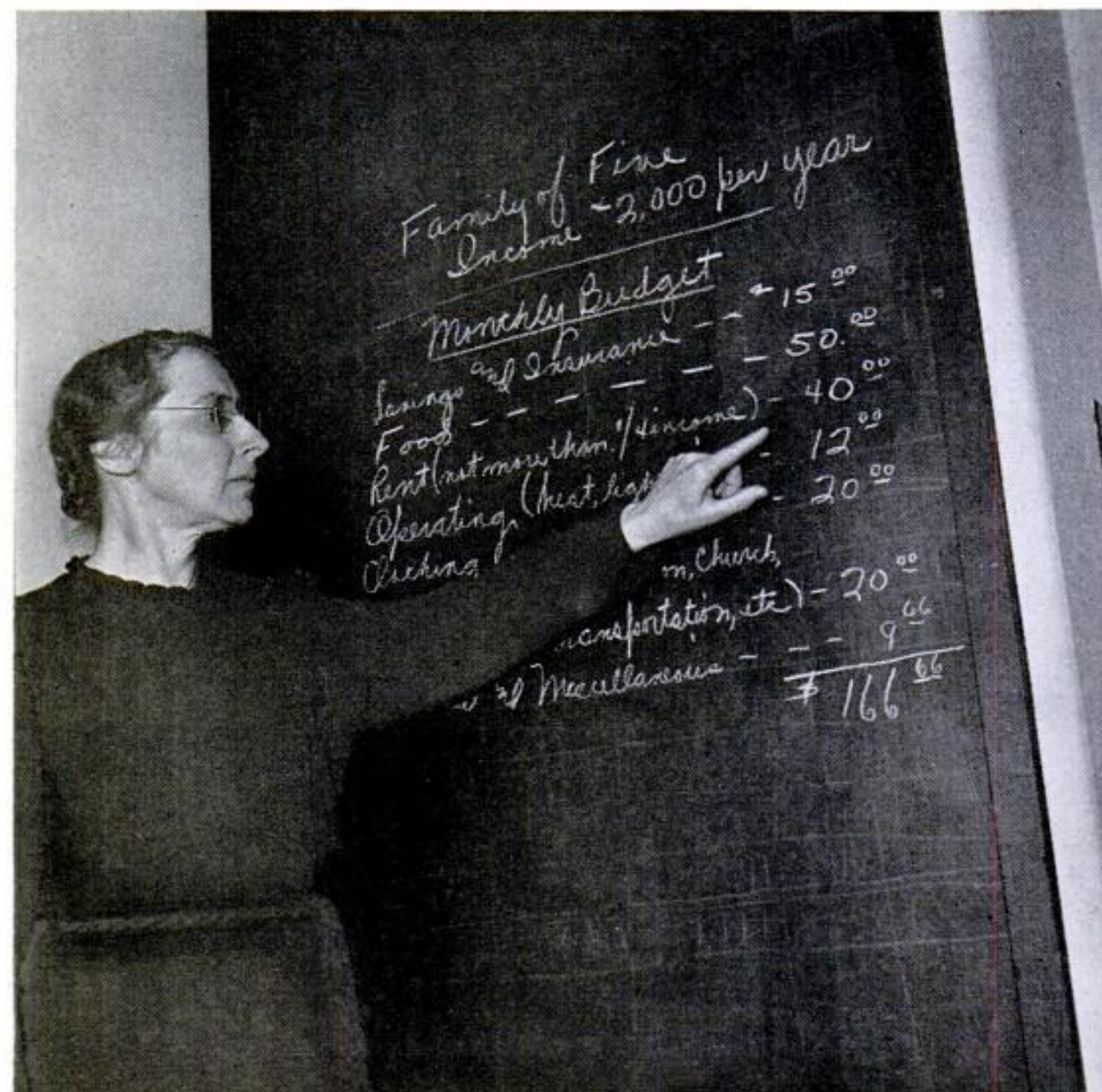


**Sex in marriage** is explained by Dr. David C. Kimball, gynecologist, to a Clinic audience. Recent statistics show that a great percentage of divorces are due to physical

maladjustment often resulting from lack of knowledge or training. He also lectures on birth control to give couples a chance to plan families according to financial means.



**Director Appelhof**, of the Modern Marriage Clinic, at 38 is happily married and the father of three young children. He believes that once the problems of marriage are recognized, they can be eliminated. His Clinic experiences are to be the basis of his Ph.D. thesis.



**Budget Expert Marcia Ward** tells prospective brides and bridegrooms how a family of five can live on \$2,000 a year. Many young couples have become too accustomed to the luxuries of their parental homes, quarrel over finances when forced to live on a small budget.





**Mr. & Mrs. attend Clinic to learn how  
to make their marriage successful**

**M**r. and Mrs. Milton W. Aring are shown here listening intently to a lecture being given at the Modern Marriage Clinic in Detroit. Though married several years, they feel that the Clinic courses increase their appreciation of each other's virtues

and reveal hidden causes of friction. They agree on essential problems of religion, ideals and philosophy of life. His assets are tolerance and generosity; his liabilities are procrastination and fussing. According to Clinic experts, their marriage should be a success.

CONTINUED ON NEXT PAGE



(continued)

## Are you fit for marriage?

**P** principal causes of divorce, according to the Modern Marriage Clinic in Detroit, are: 1) hasty marriages; 2) failure to be physically adjusted; 3) lack of common interests; 4) childless marriages; 5) too many children; 6) financial tension; 7) difference in religion. To find out whether a man and woman are well-suited, Director Appelhof asks each to fill out a marriage contrast blank. If the answers on these questionnaires are honest and sincere, he is generally able to conclude whether a prospective marriage is apt to fail or flourish. Below are listed the essential questions on the contrast blanks. If you and your would-be mate can answer these questions truthfully and satisfactorily, you are fit for marriage.

- 1 Do you agree on religion?
- 2 Do you make friends easily?
- 3 Do you believe sexual harmony is necessary to happy marriage?
- 4 Are you in good health?
- 5 Do you want children?
- 6 Do you believe in birth control?
- 7 Do you agree on morals?
- 8 Do you share interests?
- 9 Do you favor premarital relations?
- 10 Are your parents happy?
- 11 Have you an adequate income?
- 12 Do you drink?
- 13 Do you gamble for money?
- 14 Do you love your fiancée more than your mother?
- 15 Do you work out your differences readily?
- 16 Will you live with your parents?
- 17 Do you work methodically?
- 18 Are you irritable?
- 19 Do you attend church regularly?
- 20 Have you any debts?
- 21 Have you discussed finances?
- 22 Do you show your fiancée little courtesies?



**Well-matched**, says Mr. Appelhof, are Charles Cowan and Marion Hanson who are to be married this summer. They make friends easily, enjoy entertainments, music and discussions. Both believe in premarital physical examinations

and birth control. They agree on the number of children they want (three). Their parents were happily married and they were brought up in happy homes. They disagree on matters of colors and clothes, work out their differences easily.



**Newlyweds** attending the Clinic are Mr. and Mrs. John Metzger. They are a sociable, attractive young couple who generally agree on how to have a good time. Financial problems are discussed each month in partnership,

prove to be one of their main troubles. She likes his dependability and consideration; he appreciates her co-operative spirit. They are both in fair health, exercise regularly, realize the value of being careful of personal appearances.





"Good prospects" is the rating given this couple to be married next May. They agree on recreation, have common interests and good habits. She intends to work.



This truck driver is ten years older than his fiancée. He bears grudges; she angers but forgives easily. They will live alone, thus avoiding the in-law hazard.



Birth-control lecture is attended by this group of married women. In addition the Clinic puts people in contact with reliable sources of birth-control information.

*The Pleasure is all HIS!*



*But wait till she tells him about  
"5 O'clock Shadow"*



Shaving instruments that "top" your whiskers will never make you "tops" with her. No woman likes that messy beard growth which appears prematurely about 5 p. m. . . . Gem Micromatic Razor is scientifically built to prevent "5 O'clock Shadow".

Only Gem has that face-fitting bevel which gets down to the base of the beard to give you all-day neatness. Only Gem uses the 50% thicker Gem Blade, stropped 4840 times, so keen it removes every bit of every whisker!

**\$660,000 SHAVE**—Gem Micromatic Razor cost us \$660,000 to produce. It costs you only \$1.00 with 5 genuine Gem Blades—at your dealer's. OR send coupon below and 25¢ for convincing proof offer.

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MICROMATIC  
**RAZOR and  
BLADES**

Gem Division, American Safety Razor Corp.  
Dept. LE51, Brooklyn, N. Y.  
Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).  
PRINT NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
(If you live in Canada, write Mutual Sales Co., 436 Wellington St., W., Toronto, 2, Canada)  
Copyright 1938, by American Safety Razor Corp.



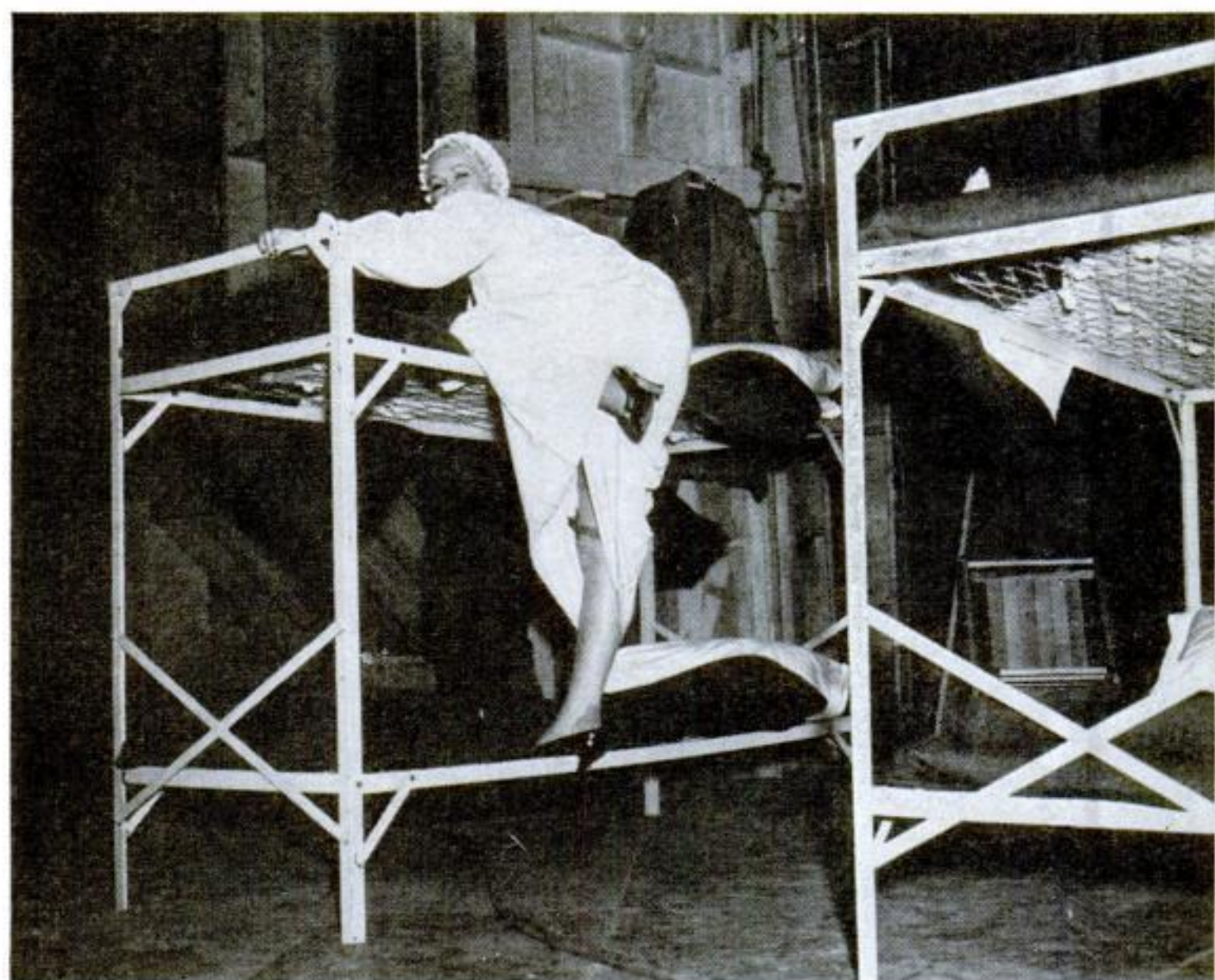
## FLOOD-BOUND CHORINES SPEND THE NIGHT IN A HOLLYWOOD STUDIO



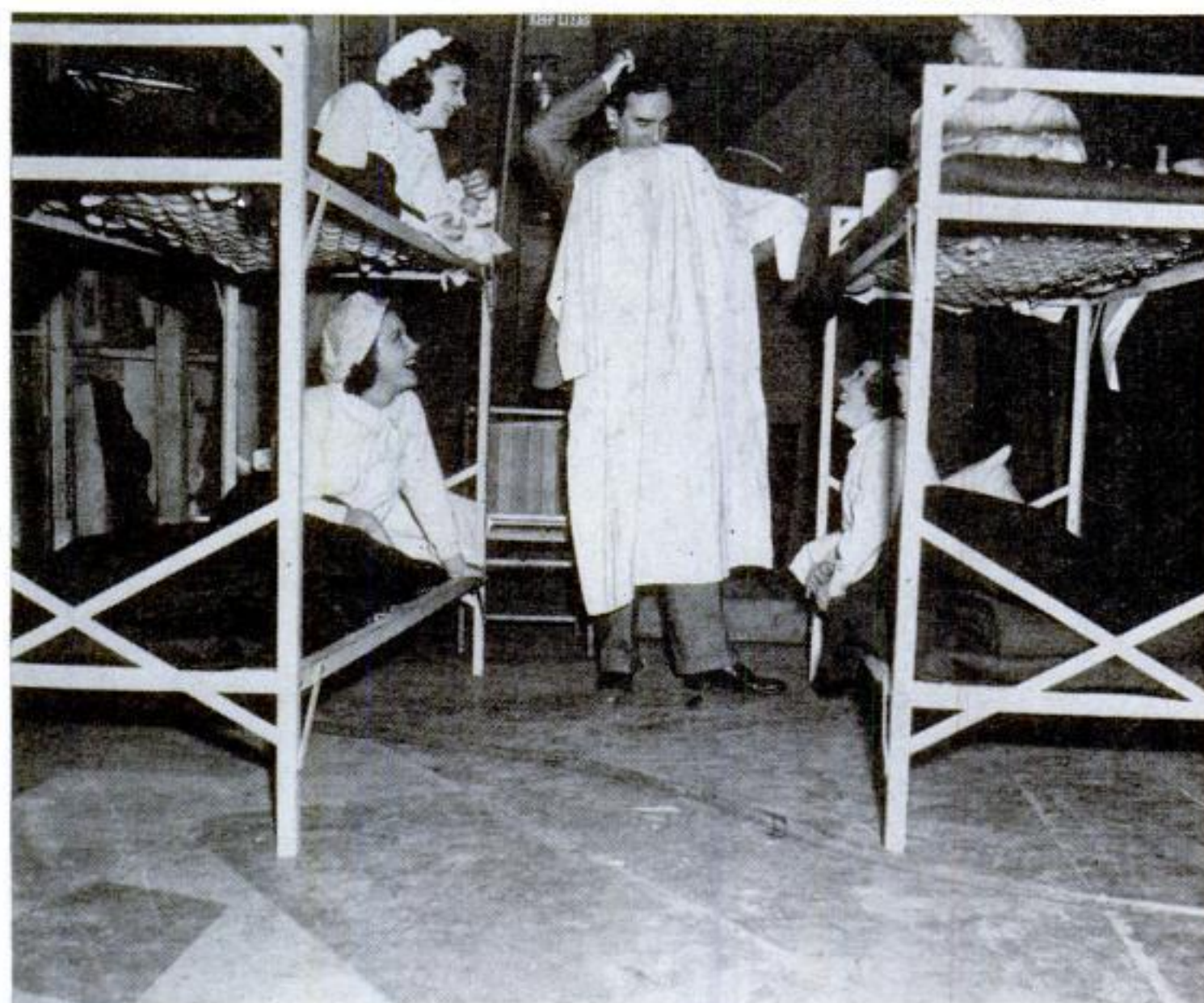
THIS TRIO THANKS THE WARDROBE DEPARTMENT FOR OLD-FASHIONED NIGHTGOWNS



GOLD-DIGGER GWEN SEGAR STARTS TO UNDRESS IN AN UPPER BERTH



THIS LITTLE GOLD-DIGGER FINDS BED A REMOTE AND LOFTY ASPIRATION



BUSBY BERKELEY STOWS HIS 26 DANCERS AWAY FOR THE NIGHT

### Warner Bros. sound stage converted into dormitory

To an ambitious chorine neither Hollywood nor Broadway offers a more enchanting prize than employment under the aegis of Busby Berkeley, Warner Brothers' inventive, geometrically minded dance director. To win his interest, a girl must have a certain bright-eyed charm in addition to beauty, must be able to activate her brain as well as her feet. On the screen she will probably appear simply as one unit in a vast changing pattern of movement that is spread over acres and acres of stage, curiously lighted, curiously photographed from a dozen odd camera angles.

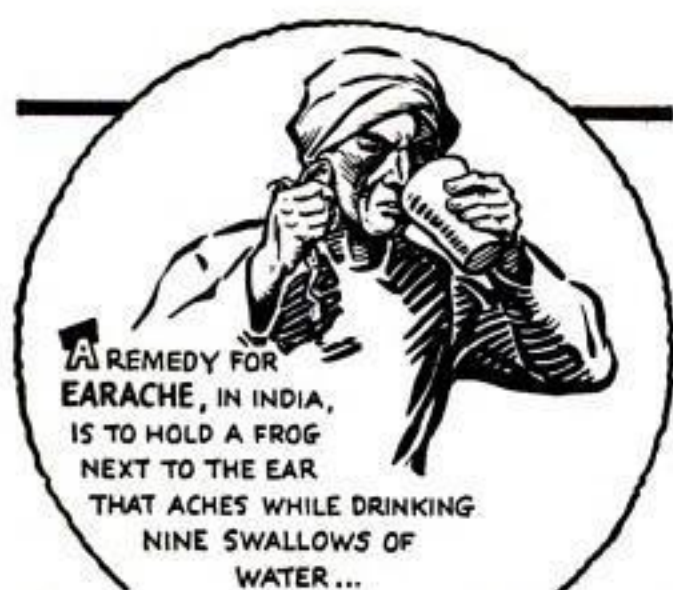
Mr. Berkeley's forte is trick staging, but he is very, very careful of his girls, worries about their health, worries about the shoes they wear, worries about strange men in the studios. Berkeley rehearsals frequently last until after midnight. When they do, the mothers of his girls often telephone, demand that their daughters be sent home at once.

On March 2 work on *Gold Diggers in Paris* was interrupted by mothers calling with a different type of request. Berkeley was asked to keep his girls in the studio overnight. The raging Santa Ana and Los Angeles rivers (LIFE, March 14) had washed out roads, made homeward trips perilous. With characteristic ingenuity and solicitude, Mr. Berkeley set up 26 little cots in the studio, ransacked the wardrobe department for nighties, called in a photographer and saw to it that his 26 Gold-digger girls were tucked warmly in bed.



THESE GIRLS DECIDE ANY DRY BED IS BETTER THAN A WET ROAD HOME





**Today—a few swallows of PERTUSSIN relieve COUGHS quickly, safely**

● Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years. It's safe and acts quickly. Sold at all druggists.

## PERTUSSIN

**Large Trial Bottle for 10¢**

Seeck & Kade, Inc., Dept. AD-20, 440 Washington St., N.Y.C. Please send me a large Trial Bottle of Pertussin. I enclose 10¢.

Name \_\_\_\_\_

Address \_\_\_\_\_

## Patchy Baldness

**DANDRUFF—ITCHING?**

Why experiment? Start right—persist with the method that has a wide reputation for results as an aid in combating these scalp conditions—Glover's Mange Medicine and systematic massage. Use Glover's Medicated Soap for shampoo—cleanses thoroughly

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**RESINOL**

## LIFE'S PICTURES



One of the most difficult assignments that LIFE's Carl Mydans ever photographed was the Solemn High Mass at St. Patrick's (pages 32-38). No flash bulbs were permitted in the dim Cathedral. The only light Mydans had came from pillar lights and the tall altar candles. The photographs therefore had to be taken at exposures up to half a second, and many otherwise fine shots were spoiled because the participants moved.

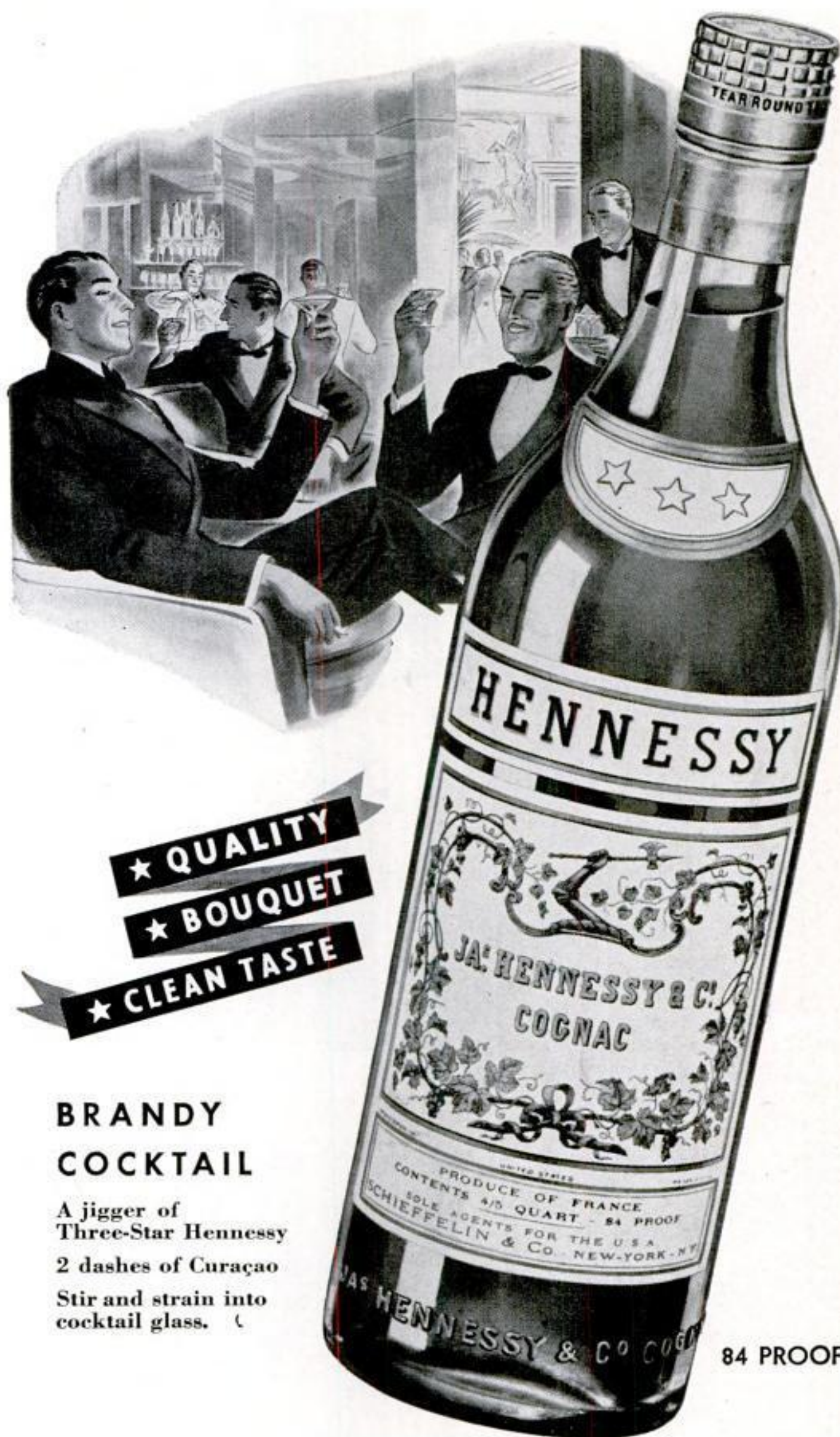
The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 2—CULVER SERVICE—RICE AND BRADY PHOTOGRAPH
- 6, 7, 9—KARGER-PIX
- 13—INT.—A. P.
- 14—ACME, PAUL THOMPSON—ACME, PAUL THOMPSON—bot. rt. OTTO HAGEL
- 15—Bot. EDWIN LEVICK
- 16—ACME, A. P., KEY., A. P.—A. P.—NEW YORK World-Telegram
- 17—© JOSEPH PENNELL from NEW YORK STOCK EXCHANGE
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- 19—HANSEL MIETH
- 20, 21—KEITH DENNISON—OAKLAND TRIBUNE
- 22, 23, 24, 25—EISENSTADT-PIX
- 26—PHOTO by JAMES SMITH courtesy METROPOLITAN MUSEUM OF ART, PHOTO from "FIVE HUNDRED SELF-PORTRAITS" EDITED BY LUDWIG GOLDSCHIEDER, OXFORD UNIVERSITY PRESS, NEW YORK—PHOTO from "FIVE HUNDRED SELF-PORTRAITS" EDITED BY LUDWIG GOLDSCHIEDER, OXFORD UNIVERSITY PRESS, NEW YORK, courtesy N. Y. PUBLIC LIBRARY
- 27, 28, 29, 30—FERNAND BOURGES
- 31—PHOTOS by JAMES SMITH courtesy METROPOLITAN MUSEUM OF ART
- 32 through 38—CARL M. MYDANS
- 43—LORENE SQUIRE exc. t. rt.
- 44—LORENE SQUIRE
- 46—PIX
- 48—PARAMOUNT PHOTO by HAL A. MCALPIN—GAUMONT-BRITISH CORP., WARNER BROS. (2)
- 49—WARNER BROS. exc. t. lt. SELZNICK INTERNATIONAL
- 50—BERNARD HOFFMAN, W. W.—bot. rt. INT.
- 51—A. P., DAILY NEWS PHOTO from ACME—P. I., KEY.
- 52—A. P.
- 53—W. W., A. P.—A. P.
- 54—© "THE SYDNEY MORNING HERALD" AND THE "SYDNEY MAIL" exc. t. INT.
- 55—INT.—© THE "SYDNEY MORNING HERALD" AND THE "SYDNEY MAIL"
- 56, 57, 58, 59—WM. VANDIVERT
- 60—WARNER BROS. exc. t. lt. and cen. lt. "MUKY" from WARNER BROS.
- 61—BERNARD HOFFMAN
- 62—SOL STUDNA—A. P., TOWNSEND GODSEY
- 63—SOL STUDNA exc. t. rt. TOWNSEND GODSEY
- 64—Top A. P.
- 65—TOWNSEND GODSEY

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A jigger of Three-Star Hennessy

2 dashes of Curaçao

Stir and strain into cocktail glass.

84 PROOF

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THIS DINNER PARTY IN KANSAS CITY'S HOTEL MUEHLEBACH PRECEDED THE "NIGHT IN BAGDAD" BEAUX ARTS BALL GIVEN BY THE KANSAS CITY ART INSTITUTE



Three top-notch American artists had no trouble finding congenial company at the Kansas City ball. At left, in dinner jacket, is John Steuart Curry, now artist in resi-

dence at the University of Wisconsin. At centre is Grant Wood, who teaches at the University of Iowa. At right is Thomas Hart Benton of the Kansas City Art Institute.



Grant Wood dances with Mrs. Benton. Once a painstaking art student in Paris, Wood forsook Europe in 1928 in order to paint the rolling hills and indigenous types of his native Midwest.





**Third prize** was won with this getup by Miss Mary J. Reis, a student at the Kansas City Art Institute, here shown dancing with William Berkley.



**A sinister serpent** was Frances Casement of Manhattan, Kan. Note her snake-head hands.



**Kansas City Health Director Dr. Edwin Schorer** dances with his wife whose garb won her a case of champagne.

## Life Goes to a Party

With Tom Benton, Grant Wood and John Curry

at the Kansas City Beaux Arts Ball

**S**eldom does an artists' ball attract such an established triumvirate of top-rank American painters as Grant Wood, Thomas Hart Benton and John Steuart Curry. Yet all three turned out to act as costume judges at the recent Beaux Arts Ball in Kansas City. Held annually for the benefit of the Kansas City Art Institute, this affair attracted some 800 local art students, educators, businessmen and socialites. In accordance with the party's theme, "A Night in Bagdad," many a Midwesterner came bedecked as a sheik, a sultan, a harem inmate and a chief eunuch.

Fortified by a pre-Ball cocktail party at the Bentons' Kansas City home and a pre-Ball dinner party in the Hotel Muehlebach, Painters Wood, Benton and Curry functioned efficiently as judges, had a little fun themselves. Old friends, they hadn't seen each other for five years. "Let youth cavort in its finery," said Mr. Benton, who left off his tie for the occasion. "We will look them over and enjoy ourselves the while." Said a guest, observing the famous three: "Today is a moment in the history of American art."



**As a harem picket** Arthur McQuiddy presents himself for judgment. His mysteriously veiled companion is Miss Courtney Meredith. Taking notes on the costumes of this couple are, from left to right, Artist-Judges Curry, Benton and Wood. Behind them sits Mrs. Benton.

CONTINUED ON NEXT PAGE



# At Last...

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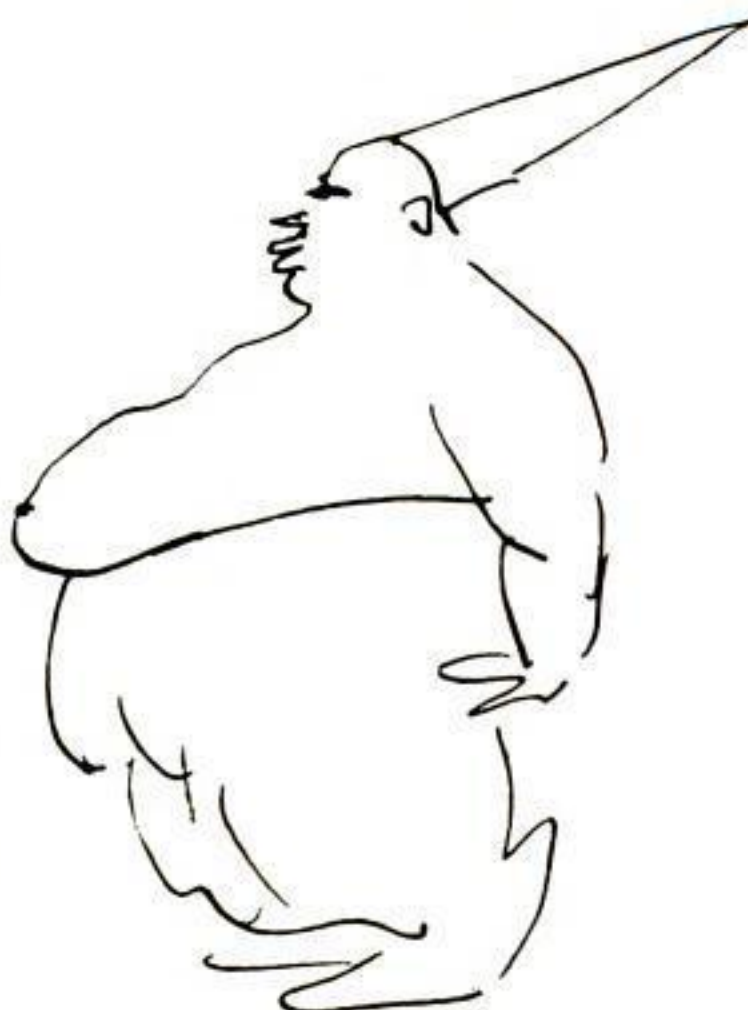


**IMPORTANT—Wildroot with Oil does not replace regular Wildroot Hair Tonic, used by millions who like a non-oily tonic. At drug counters and barbers everywhere.**

## Life's Party (continued)



Winners of the first prizes for best male and female costumes were Mr. and Mrs. Jon Malang. Mrs. Malang is dressed in green beads and an old fish net as a harem beauty; and her husband, in shirtless pajamas, is garbed as a eunuch. At right is an impressionistic sketch which Thomas Benton made of Mr. Malang. For their original costumes Mrs. and Mr. Malang won an airplane trip to California and a case of whisky respectively. Said Kansas City Art Institute President Fred C. Vincent of the judges' decision: "This is a disgrace to the Art Institute."



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SOAP and  
OINTMENT





House guests of the Tom Bentons before the Ball were the Grant Woods and the John Currys. Here Hostess Benton at centre chats with Mrs. Curry (left) and Mrs. Wood at a "cocktail party" where only Scotch and bourbon highballs were served.



An impromptu concert was given by Mrs. Benton on the guitar, her husband on the harmonica and their son Thomas ("T.P.") on flute. Below, T.P. rests from passing drinks with his dog Jake. On wall is a Benton painting of T.P. and Jake.



# Character!

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YEARS OLD



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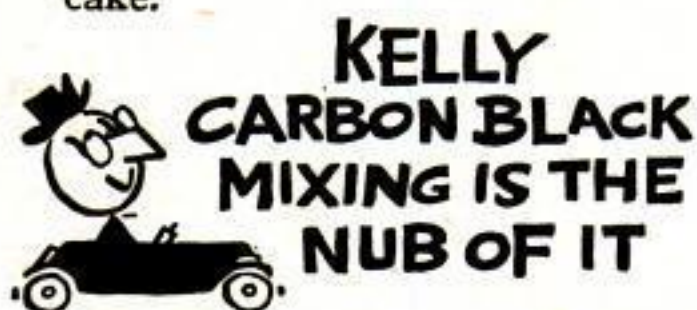
# I THOUGHT TIRES GREW ON TREES

by don herold

...I've always thought that tires were pretty simple things.

I mean, I thought you tapped a rubber tree, got some rubber, melted it, molded it...and had your tire.

But, gee-whillikens, I have just been through the big Kelly-Springfield tire factory at Cumberland, Md., and I've learned that "mixing" a tire is 100 times more complicated than baking a cake.



There are some 30 ingredients in the "rubber" of a Kelly tire.

The most important of these (next to rubber) is *carbon black*, and the exceptional toughness of Kelly tires is due largely to the special process the Kelly people have developed for mixing and re-mixing a greater quantity of carbon black more thoroughly and evenly into and throughout their rubber compound.

Carbon is the hardest known abrasive resistant in the world. Well, this carbon black in Kelly tires is produced by burning gas flames against cold metal plates.



The point is, that—as used in a Kelly tire—carbon black produces a tire so tough it will wear out a piece of steel.

So...in Kelly tires...you get treads which are *pliable armor plate*. That's why they call them Kelly ARMORUBBER tires.

Kelly's great 44-year reputation for "class quality" has attracted a fine group of dealers. The Kelly man in your neighborhood will give you reliable, friendly tire advice when you next feel new tires coming on.



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DEPENDABLE FOR 44 YEARS

# PICTURES TO THE EDITORS

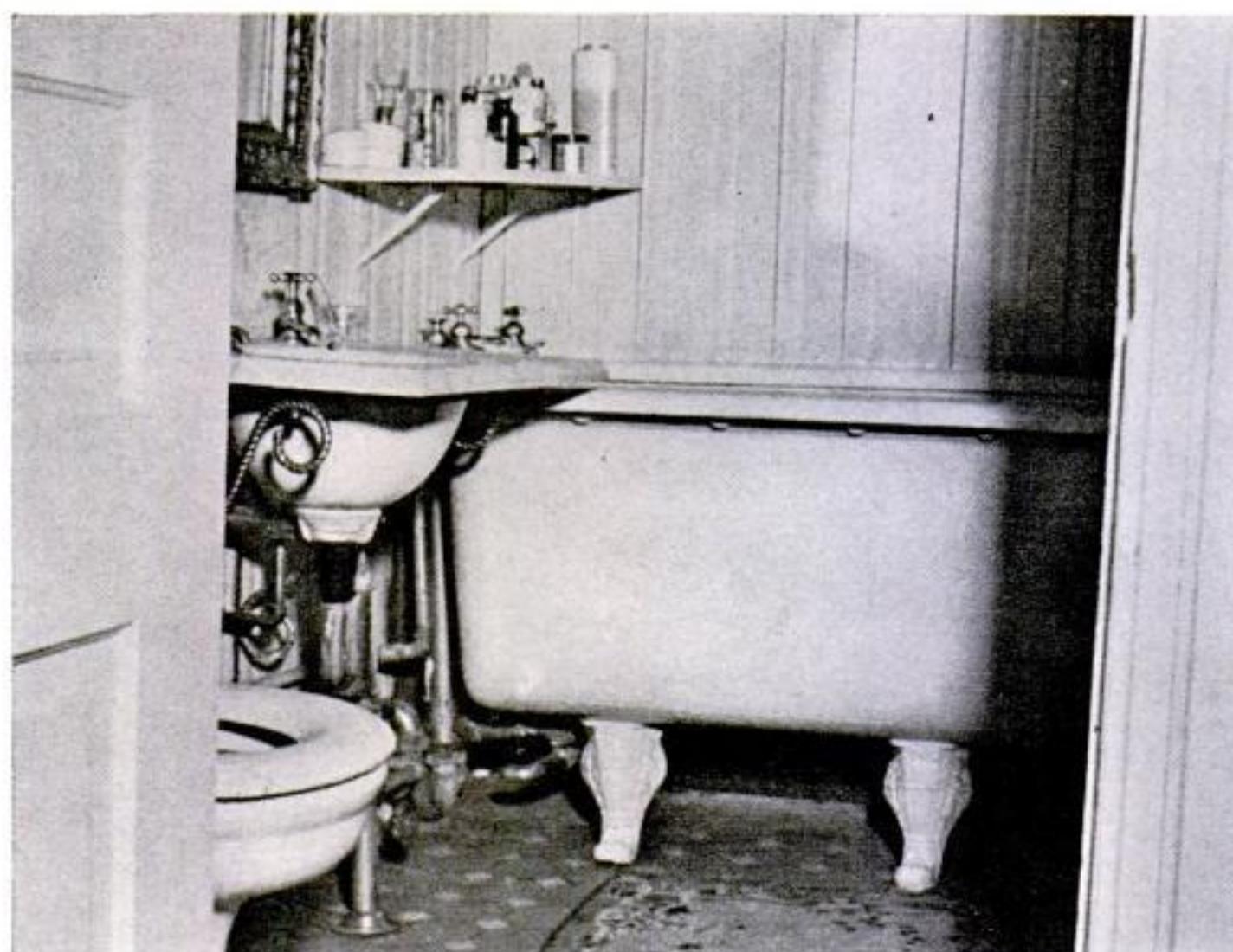


## MEDICOS' FUN

Sirs:

These pictures, taken in a Philadelphia medical school by students, show various poses they have placed skeletons in in attempting to outdo each other by attaining the most life-like or the most humorous pose: Picture at left is supposed to be "The Big Apple" and the one at right is entitled "Fancy Meeting You Here."

ROBERT F. BECKLEY  
Philadelphia, Pa.



## "BABY DOE'S" TUB

Sirs:

If bathrooms could talk, this one could tell many a tale. It is one of the most famous bathrooms in America... the personal bathroom of "Silver Dollar" Tabor and his bride, "Baby Doe" Tabor.

It is located in the historic Windsor hotel in Denver. The hotel is being restored after having degenerated into a cheap two-bit flophouse.

Many famous people have bathed in this tub, among them Kipling, G. B. Shaw and Theodore Roosevelt. Incidentally, this tub is the first one on record in Colorado.

H. M. TENNY

Denver, Colo.

## YOUNGEST JITTERBUG

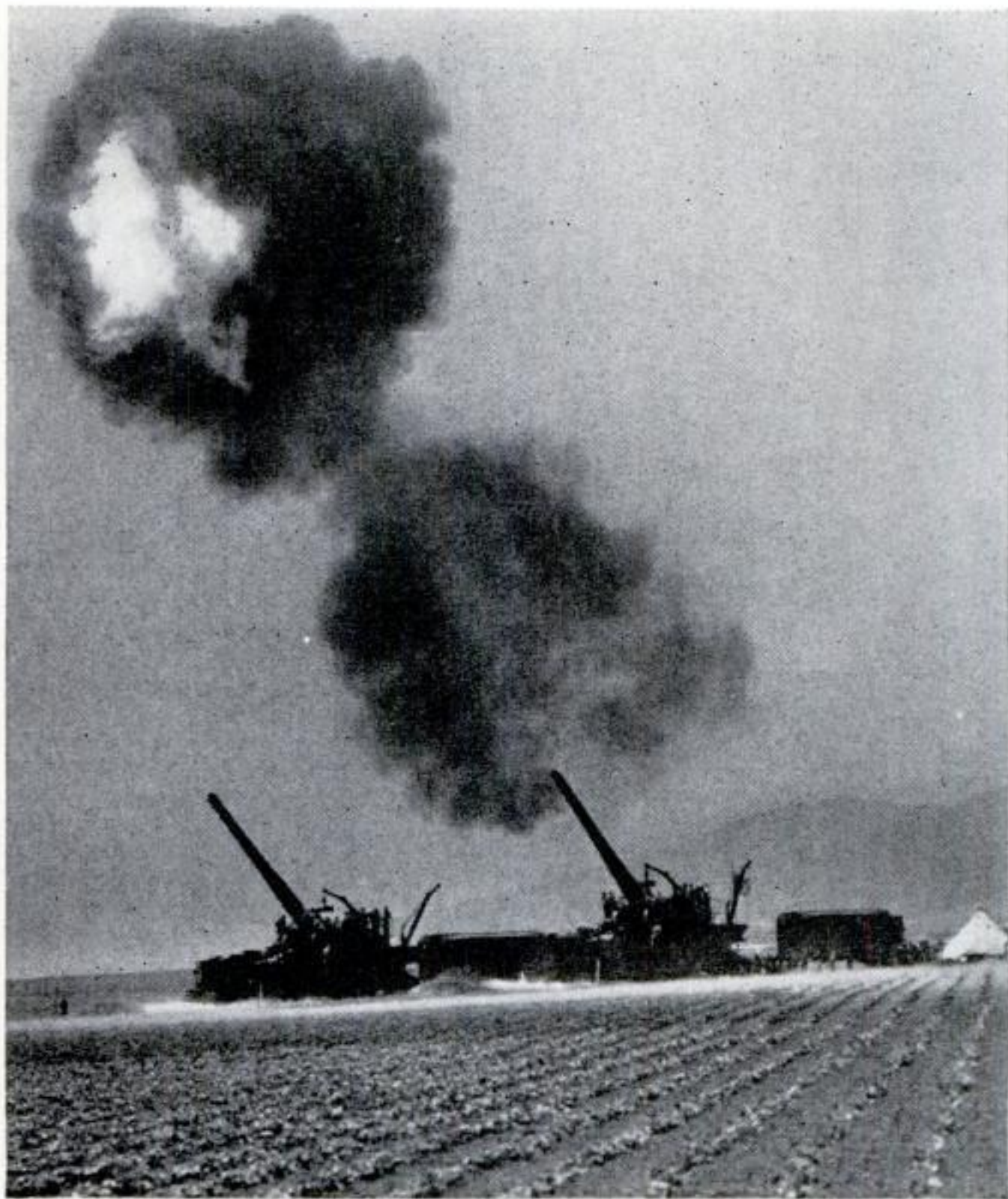
Sirs:

In reference to your Speaking of Pictures in the Feb. 21 issue, "jitterbugs" are not only confined to adolescent youth but it has spread on down to 2-year-olds—truckin' and all. Here is Sherry Miller of San Francisco under the influence of swing music in an unposed photograph I took of her.

SEYMOUR W. SNAER  
Berkeley, Calif.







## BIG GUNS

Sirs:

These two gigantic mobile Army rifles at Fort McArthur overlooking Los Angeles harbor are shown in action during special tests at Don, San Diego County, the first and only times they had been fired in years. Their concussion which shook the earth for 75 miles can be seen in

the "snowy" effect of ground under them.

These mighty weapons, mounted on huge railway carriages, are 14-inch bore and weigh 365 tons each, trucks included. Three-quarter-ton explosive projectiles are driven 27 miles with muzzle velocity of half a mile a second.

DAVE PACKWOOD  
Los Angeles, Calif.



## BABES IN WOODS

Sirs:

My cousin, through rare dumb luck, happened to snap this picture with his camera all out of kilter . . . but I think you'll agree that it has a rare appeal. . . .

The setting and the facial expressions suggest but one thing—"Babes in the Woods." . . .

JOHN P. GILBERT  
Boston, Mass.



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Always worth stopping for



## PICTURES TO THE EDITORS

(continued)

### LEG POSITIONS

Sirs:

This series of pictures portrays different leg positions subconsciously effected by a laboratory technician while seated at a table during an afternoon of routine work.

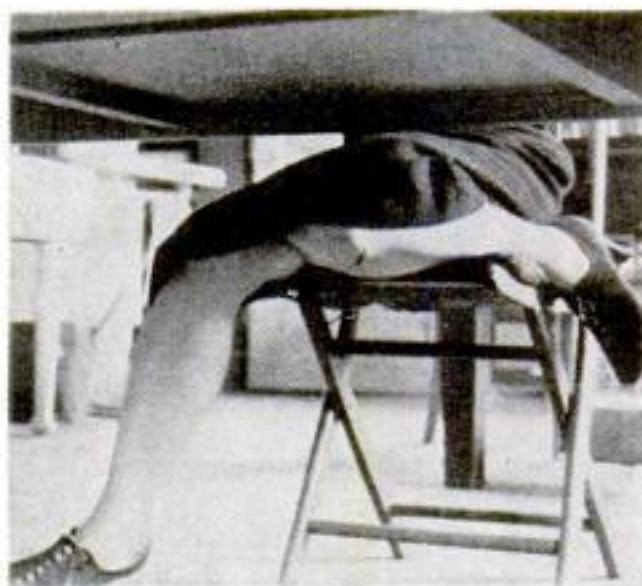
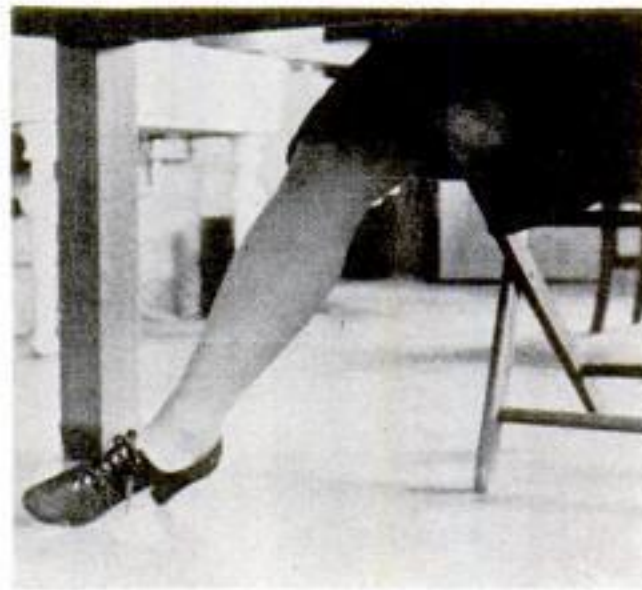
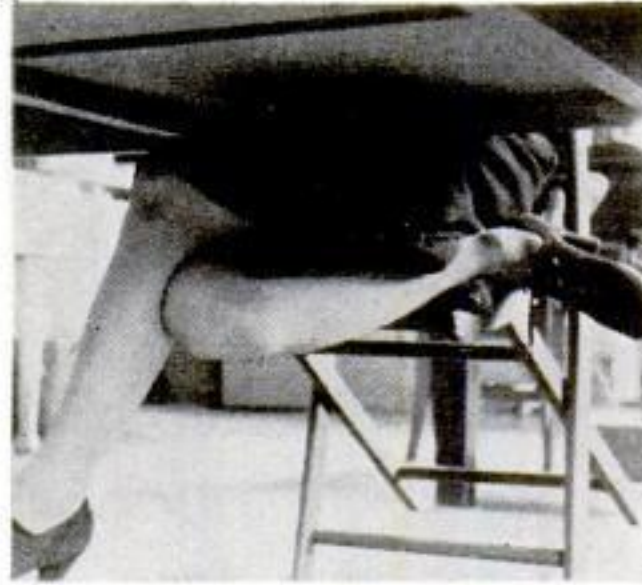
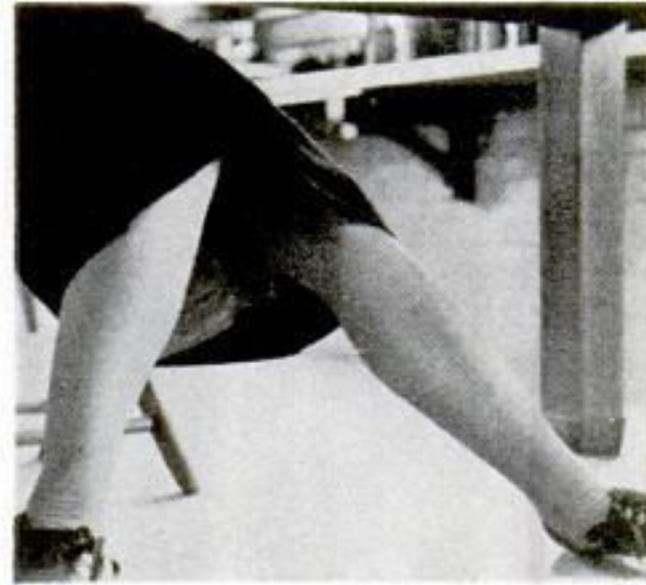
These pictures illustrate a restless disposition which is often apparent among people seated for any great length of time. In reality these people are not aware that

their positions appear awkward and, at times, humorous to others within view.

The subject in the enclosed pictures, when questioned afterwards about this restless trait, confessed that she had received many scoldings, during her earlier school career, for being seated in such ungraceful positions.

CHARLES E. HILL

Columbus, Ohio



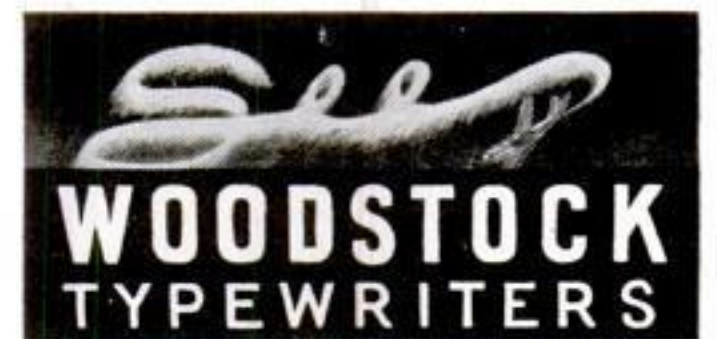
## ON AN AMERICAN ARCHITECTURE

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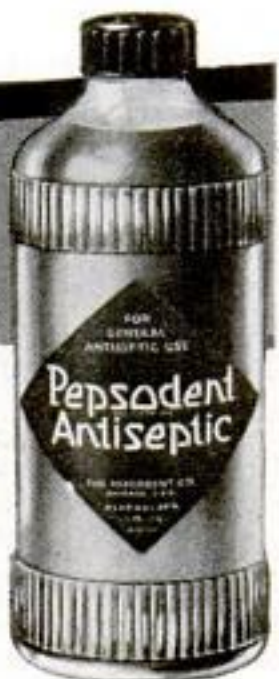


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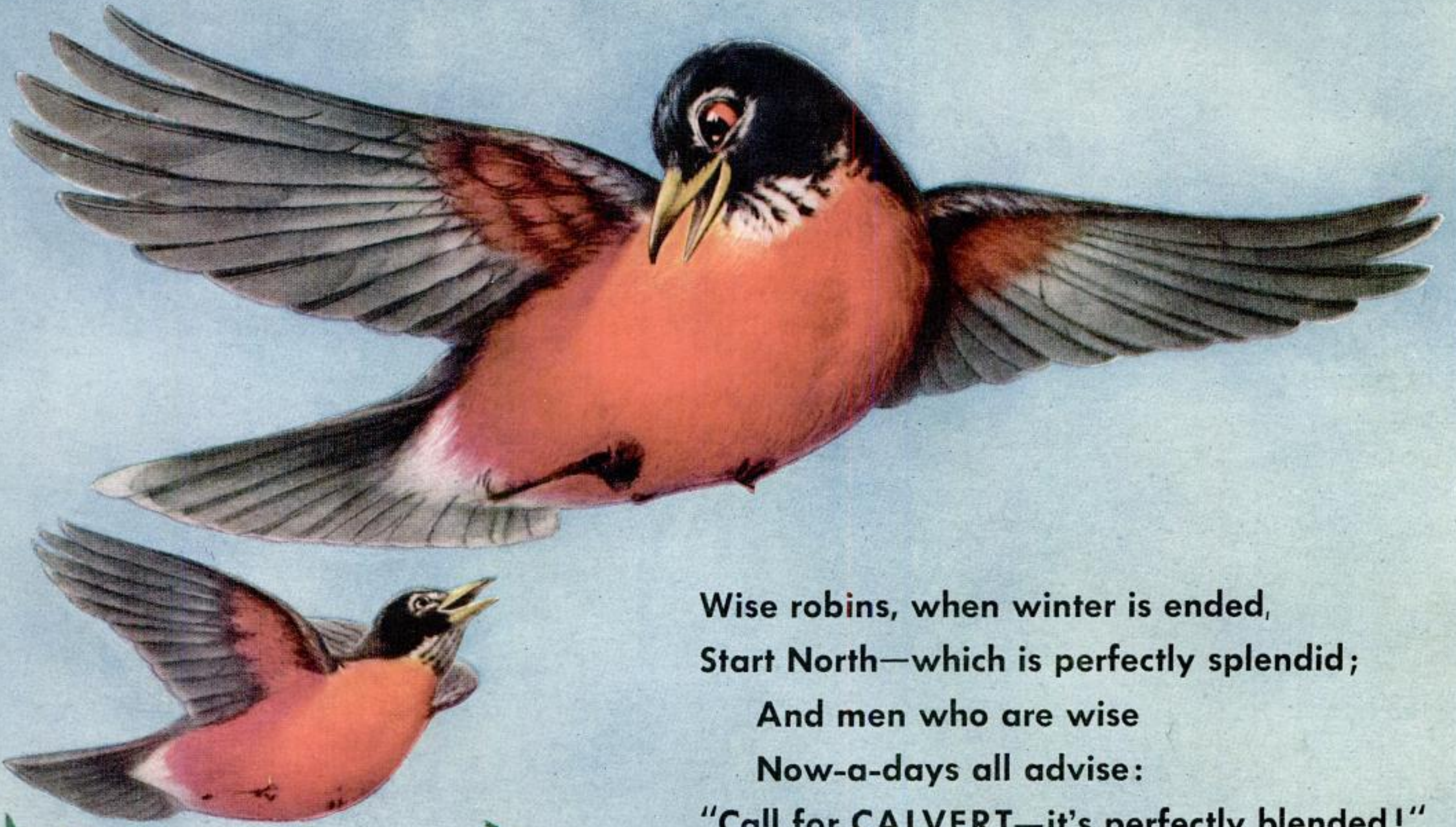


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